



M. J. "Mike" Foster, Jr.
GOVERNOR

STATE OF LOUISIANA
DEPARTMENT OF HEALTH AND HOSPITALS



David W. Hood
SECRETARY

October 1, 1998

Nancy Ann Min-DeParle
Health Care Financing Administration
Center for Medicaid and State Operations
Family and Children's Health Program Group
7500 Security Boulevard-Mail Stop C4-14-16
Baltimore, Maryland 21244

ATTN: Ms. Nancy Goetchius (Mail Stop S200407)

Dear Ms. Goetchius:

The Title XXI State Plan, page 18, has been revised to reflect our telephone conference call of October 1, 1998. Attached is the amended page.

Please advise if any additional information is needed. Again, thank you very much for your assistance with our LaCHIP project.

Sincerely,

David W. Hood
Secretary

Attachment

c: Art Pagan, HCFA-Dallas
James Oge, HCFA-Dallas

MEDIA

We will make use of the media with our objectives being 1) to announce expanded eligibility, 2) to advise target and secondary populations of the new simpler application process and 3) to dispel common myths regarding Medicaid such as children must be receiving “welfare” in order to qualify. We will coordinate with the DHH Bureau of Communications and Inquiry to issue press releases to daily and weekly newspapers throughout the state, submit articles to the Louisiana Medicaid Provider Newsletter and other periodicals, and arrange for appearances on radio and television talk shows. Local cable stations and local newspapers have agreed to run public service announcements and write stories related to LaCHIP enrollment efforts as well.

OUT-STATIONED APPLICATION CENTERS

The state Medicaid program currently has contract Application Centers with out-stationed workers where applications can be made for children at nearly 300 locations throughout the state.

With the redesign of the application form and elimination of the interview requirement, the role of contract out-stationed workers will change from what it has been. The new focus will be disseminating the application form, encouraging potential eligibles to apply and providing assistance to families in the process. The Application Centers will help people who need assistance in completing the application forms.

The LaCHIP program will utilize the same outreach and application process that is currently established for the Medicaid program.

INTERNET WEB SITE

We are creating a comprehensive interactive Internet Web Page on the DHH website designed to meet the needs of our primary target audience, secondary target audience, and other stakeholders/interested parties. Information available on the Web Page will include the following—

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