

## **The secret power of the assister: A model of state and local collaboration to reach diverse Medicaid-eligible populations across Oregon**

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**TOPIC/TARGET AUDIENCE:** Healthcare transformation, Medicaid expansion, community & state collaboration, vulnerable populations, healthcare access - Professionals, organizations, and agencies who serve the Medicaid population

**ABSTRACT:** In 2013, Oregon began building a robust outreach and enrollment Medicaid program modeled off the success of Oregon's Healthy Kids (CHIP) program. The Community Partner Outreach Program (CPOP) is a partnership of community-based organizations and a small team of State of Oregon employees. The CPOP team currently engages with over 400 organizations and 1300 certified assisters across the state. These community partners touch 1/3 of Oregon's Medicaid population directly, and reduce the burden on state resources by working directly with Oregonians to resolve healthcare issues and questions. Intentional partnership with diverse local organizations and groups targets vulnerable populations such as non-English speaking, geographically isolated, and underserved populations.

Learn about the tools and model that this network has built to connect diverse communities to state resources to better serve Oregonians access healthcare coverage. The CPOP team is a link between local assisters and state resources: certified community partners gain access to ongoing training, client advocacy tools, administrative privileges in the online application portal, and direct interaction with state employees. This has improved processes at the State of Oregon, and also greatly increased local capacity to adapt and thrive in an evolving healthcare landscape.

### **OBJECTIVE(S):**

1. Demonstrate the importance of the Community Partners Outreach Program for Medicaid in Oregon
2. Discuss the role of community partners and collaboration within diverse communities in Oregon and state employees
3. Describe the engagement strategies used and coalitions built to create successful enrollment and advocacy for the Medicaid-eligible population

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