

**VOICES FOR OHIO'S CHILDREN**  
 3634 Euclid Avenue, Suite 101  
 Cleveland, OH 44115  
 ADDRESS SERVICE REQUESTED

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# Drilling Down to Essentials:

New Tools You Can Use to Get Health Care for Ohio's 111,000 Uninsured Children



## 2010 Ohio Covering Kids and Families Conference

March 10 Legislative Reception & Remarks  
 March 11 Day-Long Conference

[www.vfc-oh.org](http://www.vfc-oh.org)



### DIRECTOR OF MEDICAID TO HEADLINE RECEPTION & CONFERENCE

The 2010 Ohio Covering Kids and Families Conference is excited to have Cindy Mann, U.S. Director of the Center for Medicaid and State Operations (CMSO), as our featured speaker at this year's events.



Cindy Mann was appointed to her current position in June 2009 where she is responsible for the development and implementation of national policies governing Medicaid, and the State Children's Health Insurance Program (CHIP). CMSO also serves as the focal point for all CMS interactions with states and local governments.

Ms. Mann has decades of experience in health care financing at the federal and state level, and vast knowledge of health care policy.

Prior to her return to CMS in 2009, Cindy served as a research professor at Georgetown University, Health Policy Institute and the Executive Director of the Center for Children and Families at the Institute.

Mann previously served as director of the Family and Children's Health Programs at CMSO from 1999-2001; in that capacity she played a key role in implementing Medicaid and the Children's Health Insurance Program (CHIP).

Before joining CMS (then HCFA) in 1999, Cindy led the Center on Budget and Policy Priorities' federal and state health policy work. She also has extensive state-level experience, having worked on health care, welfare, and public finance issues in Massachusetts, Rhode Island, and New York. Cindy holds a law degree from New York University School of Law.

### OHIO COVERING KIDS & FAMILIES

Ohio Covering Kids and Families (CKF) works to reduce the number of uninsured Ohio children and adults who are eligible for but not enrolled in Medicaid/CHIP by:

- Conducting and coordinating outreach and enrollment programs
- Working to simplify enrollment/renewal process

### LEADERSHIP OF THE CKF COALITION INCLUDES:

- Legal Aid Society of Southwest Ohio
- Voices for Ohio's Children (lead agency)

## JOIN US FOR TWO OUTSTANDING EVENTS

### LEGISLATIVE RECEPTION & REMARKS MARCH 10, 5:30-7:30PM

The Athletic Club of Columbus  
 136 E. Broad St., Columbus, OH 43215  
 614-221-3344  
[www.accolumbus.com](http://www.accolumbus.com)

### DAY-LONG CONFERENCE MARCH 11, 8:30AM-4:30PM

Crowne Plaza Columbus North  
 6500 Doubletree Ave., Columbus, OH 43229  
 614-885-1885  
[www.crowneplaza.com/columbusnorth](http://www.crowneplaza.com/columbusnorth)

### HONE YOUR OUTREACH EFFORTS

- Amazing resources to get started now
- Talk with policymakers and get advice from experts in the field
- CEUs (6.5 hours for nurses, social workers, counselors, and family and marriage therapists have been applied for.)

**Reserve your spot NOW!**



# Coverage for 111,000 Kids! CEUs for You!

## 2010 Agenda

### MARCH 10 LEGISLATIVE RECEPTION & REMARKS

- 5:30** APPETIZERS/BAR OPENS
- 6:15** WELCOME REMARKS  
LEGISLATIVE AWARDS IMMEDIATELY FOLLOWING
- 6:30** CINDY MANN REMARKS (BUFFET DINNER)
- 7:30** CONCLUSION

### MARCH 11 DAY-LONG CONFERENCE

- 8:30** REGISTRATION AND CONTINENTAL BREAKFAST
- 9:00-9:10** WELCOME AND OVERVIEW  
Mary Wachtel, Director of Health Policy,  
Voices for Ohio's Children
- 9:10-9:20** REMARKS  
Doug Lumpkin, Director,  
Ohio Department of Job & Family Services
- 9:20-10:30** PANEL ON BEST PRACTICES FOR ENROLLMENT & RETENTION  
Children's Health Insurance Program Reauthorization Act  
(CHIPRA) case studies from Maryland, Iowa and New York.
- 10:30-10:45** BREAK WITH VENDORS

### 10:45-11:45 CONCURRENT SESSIONS (attend one)

- **EXPRESS LANE ELIGIBILITY**  
Learn how other states are implementing "Express Lane Eligibility" to identify and enroll more children through programs like school lunch and child care.
- **UNDERSTANDING CHIPRA'S IN-DEPTH CHANGES**  
What this means for Ohio children and practical applications.
- **IMPROVING RETENTION: PAPERLESS RENEWAL**  
Data-driven best practices from other states for children's Medicaid/CHIP.
- **COMMUNICATING MEDICAID SIMPLIFICATION**  
Learn strategies and tactics to communicate and advocate successfully for cutting the red tape in Medicaid enrollment and renewal.



**cut through challenges**

**Sign Up**  
Earn CEUs! **NOW!**

877-881-7860  
www.vfc-oh.org



- 12:00-1:30** LUNCH, AWARDS AND KEYNOTE ADDRESS  
Cindy Mann, U.S. Director of the Center for Medicaid and State Operations, will speak to the key challenges surrounding successful outreach and enrollment in CHIP, as well as policy changes and best practices that will lead to more Ohio kids and families being covered consistently and adequately.

### 1:30-2:30 CONCURRENT SESSIONS (attend one)

- **NATIONAL HEALTH REFORM: POTENTIAL IMPACT ON OHIO FAMILIES**  
Where do things stand? Understanding policy changes and implications for Ohio.
- **PRESUMPTIVE ELIGIBILITY PANEL**  
How presumptive eligibility can help pregnant women and children get the health care they need quicker.
- **THE HOMELESS, RURAL RESIDENTS & ADOLESCENTS**  
Empowering these hard-to-reach populations to become enrolled in Medicaid. Communication strategies, safety concerns and outreach methods in case study form.
- **USING DATA TO INFORM OUTREACH AND ENROLLMENT STRATEGIES**  
An overview of what data is available and how to use it to shape outreach and enrollm

### 2:30-2:45 BREAK WITH VENDORS

### 2:45-3:45 CONCURRENT SESSIONS (attend one)

- **REDUCING CHURNING**  
When eligible children lose coverage at renewal then later renew, we all lose. Review churning trends and learn strategies to reduce churning.
- **TAX FORMS AS AN OUTREACH TOOL**  
Learn how other states are using state income tax information to identify and help enroll eligible children.
- **SPOTLIGHT ON OHIO CHIPRA GRANTEES**  
Hear from Ohio's two CHIPRA outreach grantees, including new education, outreach and enrollment strategies.
- **LEVERAGING MANAGED CARE PLANS**  
How Medicaid Managed Care Plans are stepping up to be important and influential partners in outreach and enrollment efforts.

- 3:45-4:15** FULL GROUP WRAP-UP  
Debrief on highlights of the day and develop plans for follow up back home. Learn next steps to cover all Ohio's kids.

### 4:15-4:30 EVALUATIONS AND CONCLUSION



**results you can measure**

## REGISTRATION DEADLINE MARCH 5

### Ohio Covering Kids & Families 2010 Conference

Credit Card or Check Accepted • Limited Seating

Register and pay online at [www.vfc-oh.org](http://www.vfc-oh.org), or mail/fax this completed form to: Voices for Ohio's Children

3634 Euclid Ave., Ste. 101  
Cleveland, OH 44115  
Fax (216) 881-7863

## YOUR INFORMATION

|                |            |          |
|----------------|------------|----------|
| Name           | Title      |          |
| Organization   |            |          |
| Street Address |            |          |
| City           | State      | Zip Code |
| Phone Number   | Fax Number |          |
| Email Address  |            |          |

## CONFERENCE SELECTION

- \$100\*** I will attend BOTH the Legislative Reception & Remarks on March 10 and Day-Long Conference on March 11
- \$75\*** I will attend the Day-Long Conference ONLY on March 11  
Costs include all handout materials, lunch and beverage breaks.  
\*Voices public policy partners and students receive a 25% discount.

## METHOD OF PAYMENT

Make Checks Payable to: Voices for Ohio's Children.

Indicate Your Credit Card and Complete the Information.

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## LODGING INFORMATION

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[www.crowneplaza.com/columbusnorth](http://www.crowneplaza.com/columbusnorth)  
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