



# Hospitals and Health Systems Outreach Strategies

*There is no better time to approach a parent about the value of health insurance than when their child is in need of medical care – and no more trusted resource for families than the providers of that care. Here are some ways the medical community can help children enroll in FAMIS or FAMIS Plus.*



- Many hospitals have lower wage workers whose children may be eligible for FAMIS or FAMIS Plus. Even if they are offered dependent care coverage, many may not be able to afford it. Make sure your own employees, or those working under contract, are aware of these programs and how to apply.
- Ask the hospital administration to support an aggressive campaign to help eligible children enroll in the health care plans. It is good for children, good for families, and good for business!
- Establish mechanisms to track the success of your outreach efforts, the benefits to children, and the resulting savings to the health care system.
- Have posters, brochures, and applications available in all appropriate areas – include: Pediatrics, ER, clinics, staff locker rooms, and the cafeteria. If possible, provide a local phone number where families can call with questions.
- Ensure that appropriate staff at all points of contact are aware of the programs and able to provide information and make appropriate referrals – include: ER, Labor and Delivery, clinics, financial counselors, social workers, human resources personnel, pediatric practices, and others.
- Include a flyer regarding the programs in all bills for self-pay patients, include a local contact number to call for assistance with the application.
- Have some key staff trained to help families through the difficult process. This means assisting with the application, follow-up contacts, helping them copy and mail it, and advocating on their behalf with local social services or the FAMIS CPU, if necessary.
- Provide leadership to the community on increasing enrollment of eligible children. Host trainings for community workers, facilitate an ongoing interagency team to address the problem, use your position in the community to make it a priority.
- Make sure the medical community is aware and involved. Regularly send information to all pediatricians and family practice doctors, encourage the local dental community, Medical Society, Pediatric Chapter, or nurses associations to get involved.
- Dedicate staff to design and carry out a comprehensive outreach campaign throughout the community. This could include raising community awareness by speaking at schools, churches, civic organizations; sponsoring public service announcements; having your public relations department create special materials; working directly with local businesses and schools to inform and assist parents; offering families a place to go for the much needed hands-on assistance with the application process.

**For additional information on this topic, contact:**

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