

Iowa Health and Wellness Plan Outreach and Education Fact Sheet



Iowa Health and Wellness Plan Outreach and Education

Outreach Seminars and Educational Meetings

Throughout the fall of 2013, the Iowa Department of Human Services participated in a variety of statewide meetings, trainings and informational sessions, aimed at educating different audiences on the Iowa Health and Wellness Plan. Highlights from September- January:

- **6** Town hall meetings in 6 cities for the State Innovation Model Grant and the Iowa Health and Wellness Plan.
- **2** Public hearings on the Iowa Health and Wellness Plan waivers in 2 cities.
- **27** Town hall meetings and training sessions with the Iowa Insurance Division in 19 cities.
- **47** Educational sessions with stakeholders and community groups in 7 cities.
- **16** Provider training sessions in 8 cities.

Total of 98 Educational Sessions Statewide

Key Points of Outreach:

1. Over **47** educational sessions with stakeholders and community groups.
2. Participated in **27** community and stakeholder events with the Iowa Insurance Division.
3. Created weekly email communication and custom educational toolkit.
4. Collaborated with Iowa Department of Corrections and Iowa Department of Human Rights on outreach.

Targeted Communications and Collaboration Highlights

1. Developed **weekly stakeholder email distribution list** for frequent Iowa Health and Wellness Plan and Health Insurance Marketplace updates.
2. Created **custom educational toolkits** for stakeholders and providers to help with outreach and education efforts.
 - Provider Toolkit
 - Medically Exempt Toolkit
 - Stakeholder Toolkit (coming February 2014)
3. **Collaborated with the Iowa Department of Corrections** to coordinate enrollment of offenders returning to the community.
4. Sent **multiple communications to IowaCare members** transitioning to the Iowa Health and Wellness Plan.
5. Performed specialized **outreach sessions and communication with non-English speaking communities**, in collaboration with the Iowa Department of Human Rights.