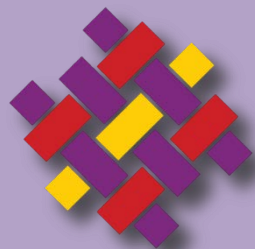




“Merge, grow, or -- we’re here to stay!”:  
Women-focused CBOs and ASOs Continuing  
to Thrive Post-Healthcare Reform

The Women’s Collective

The 10th Annual Women as the Face of AIDS Summit



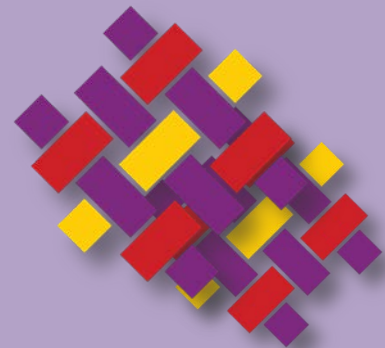
# Objectives

- Share the experiences of The Women's Collective and other women-led CBOs/ASOs navigating the transition post health care reform
- Open a dialogue regarding best practices for woman-focused CBOs and ASOs



# New Healthcare Landscape

- Medicaid Expansion
- Federal & State Marketplaces
- Expanded Coverage
  - Essential Health Benefits
  - Preventive Services
  - Mental health services



# Impact of New Health Care Landscape

- Benefits:
  - Subsidies can make care more affordable
  - Coverage cannot be denied based on pre-existing conditions, such as HIV
- But these benefits come with:
  - New operational landscape for ASOs/CBOs
  - Possibility of reductions in grant funding



# Food for Thought

?

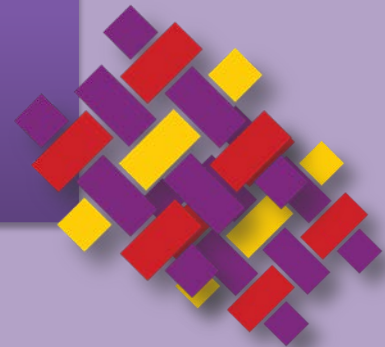
Merge

?

Grow

?

Go



# Step 1: Strategic Planning

Where  
you've  
been

Where  
you are

Where  
you can  
grow



# Areas of Opportunity

## Outreach and Enrollment

Community Outreach & Education

Enrollment Assistance & Navigation

Insurance Navigation

## New Coverage Options

Bill for Current Services

Start Providing New Covered Services

Partner with Medical Providers

## Changing Business Model

Expand Services

Change Mission

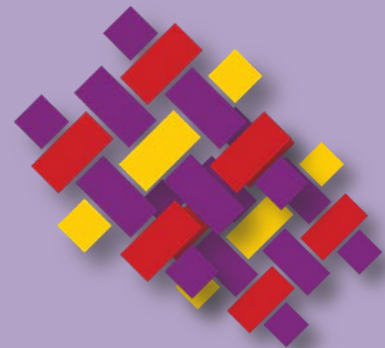


# Outreach and Enrollment

- Education and Outreach
- Enrollment assistance
  - Navigators/In-person Assisters
  - Certified Application Counselors
- Insurance Navigation
  - Co-pays, co-insurance, networks, deductibles
  - Filing appeals

## What about TWC?

- Providing educational materials during intakes and testing?
- Screening for insurance and linking to navigators?
- Getting certified to be CACs?



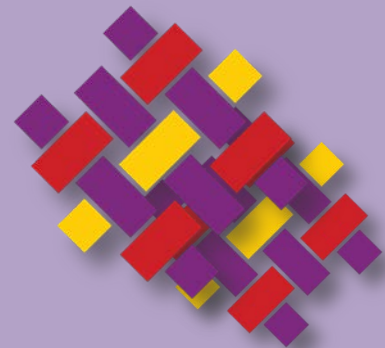


# New Coverage Options

- Provider networks, credentialing and billing for services
  - Services currently being provided
  - Adding new covered services
- Partnerships

## What about TWC?

- Joining networks and getting credentialed for testing, counseling, and case management?
- Providing other preventive services that are billable?
- Partnering with medical providers or Medicaid Managed Care Organizations?

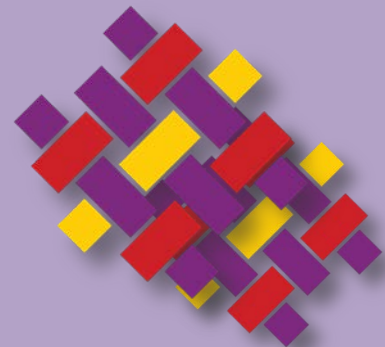


# Changing Business Model

- Service Expansion
  - Providing new medical or support services
  - Expanding service area
- Mission Expansion
  - Serving new populations
- Filling gaps in services

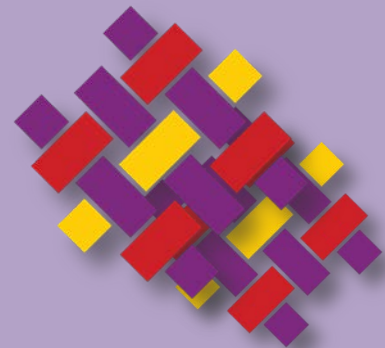
## What about TWC?

- Adding medical professionals to the staff?
- Serving women from Maryland or Virginia?
- Serving men? Women with other chronic conditions?
- Providing child care or transportation?



# How?

- Documentation! Data!
  - Population being reached
  - Effectiveness of services
  - Need being met
  - Gap in services being filled
- Articulate WHY services are important!



# Advocacy Opportunities

- ACA Regulations and Language
  - Defining “Case Management”
  - Non-discriminatory practices
- Expanding Coverage to Fill Gaps
- Medicaid Expansion
- Provider Competency
- Self-Advocacy

