

TESTIMONY to the Appropriations Committee  
February 5, 2010  
Re: **Primary Care Case Management/HUSKY Primary Care implementation**

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In the absence of any marketing of PCCM by DSS, a team of eight volunteers, working with advocates at the CT Health Policy Project and legal services, have been involved in a comprehensive outreach program to encourage HUSKY providers and HUSKY A enrollees to sign up with the new PCCM program. The activities include:

1. **Contacting HUSKY providers who have not yet signed up with the new program to encourage them to do so**, by providing them with DSS and other materials and meeting with groups of providers and individual providers to discuss their potential participation in the program and its advantages for their patients and their practices. Providers and practice managers were contacted both by mail and by phone and we held two evening forums for providers – one in New Haven and one in Hartford.
2. **Outreach to HUSKY providers who have already signed up for the program, to urge them to promote PCCM with their HUSKY A patients.** We have met with them and provided color copies of the official DSS signs to post at all of their offices, posting them ourselves where they have granted us permission to do. We also have provided them with buttons stating: “ASK ME ABOUT PCCM,” and suggested that all office staff wear them to encourage dialogue with HUSKY A patients. We have provided a one-page sheet of “Talking Points” for providers to use in answering questions from HUSKY A patients about the program and its advantages.
3. **Direct outreach to HUSKY A enrollees.** This has taken many forms, including providing in-person assistance and information at provider offices, and the placing of posters and flyers about the program at dozens of public places such as libraries, school-based health clinics, churches and social service agencies, among other locations. Thousands of flyers were distributed in January and about eighty 13 X 19 color posters have been placed at locations in New Haven and Hartford. The effort also has included tabling at school events to inform HUSKY A parents of this option, and upcoming presentations to groups of HUSKY A parents.

4. **Meetings with HUSKY outreach workers in the four pilot areas to make sure that they understand the advantages of the program to HUSKY A enrollees, beyond what is stated in DSS materials.**
5. **Media attention.** While DSS has authorized millions of dollars of taxpayer money to be spent on direct marketing by the plans, on everything from radio ads, TV sponsorships, billboards, free hair cuts, airplane banners and bus placards, and it has actively promoted the Charter Oak Health Insurance plan through at least nine press releases, DSS has done no affirmative media outreach regarding PCCM. This has stymied the ability to reach the public with information that the program even exists. Accordingly, we have contacted media outlets to get attention for the program, resulting in several articles in major newspapers and on-line news services.