



hawk-i Outreach

Phone: 515-423-8188
www.hawk-i.org

Protecting & Improving
the Health of Iowans



Josie and Eric are a family with four children. Eric recently lost his job and Josie is in the process of going back to school to finish her degree. They were in need of health insurance for their children until Eric could find another job. They heard about the **hawk-i** insurance program through the outreach coordinator in their community. They completed and submitted an online application, found they were eligible for **hawk-i** and soon after, their coverage began. This working family was helped because of the **hawk-i** program and Josie and Eric were given a sense of relief that their children were covered by health insurance.

Did you know?

Over 322,000 eligible Iowa children are enrolled in Medicaid and **hawk-i**.

The **hawk-i** program offers dental-only coverage for children who have health insurance, but may not have dental coverage.

Why is **hawk-i** Outreach important to protecting and improving the health of Iowans?

- The Iowa Department of Human Services estimates that about 40,000 uninsured Iowa children under the age of 19 are below 302% of the poverty level.
- Research overwhelmingly shows that access to health care coverage increases a child's readiness to learn, improves school performance by nearly 70%, increases focus in class by 68%, and improves school attendance.
- Nearly one-third of all Americans (about 90 million people) have trouble understanding and using health information.
- According to the 2010 Iowa Child and Family Household Health Survey:
 - 3% of Iowa children are uninsured; most of these children are eligible for **hawk-i** or Medicaid. If all **hawk-i** and Medicaid eligible children were enrolled, 99% of Iowa children would have health insurance coverage.
 - Almost a quarter of uninsured children have an unmet healthcare need.

Which Iowa Public Health Goals are we working to achieve?

Promote healthy living

Strengthen the health infrastructure

All about **hawk-i**:

- Families can apply for **hawk-i** online at <https://dhsservices.iowa.gov> or by calling 1-855-889-7985.
- A family of four can make up to \$74,292 and qualify for **hawk-i**.
- Outreach coordinators promote **hawk-i** to eligible families, and assist them in accessing the new application. The local coordinators also provide information to families about local Navigators and Certified Application Counselor Organizations.

What do we do?

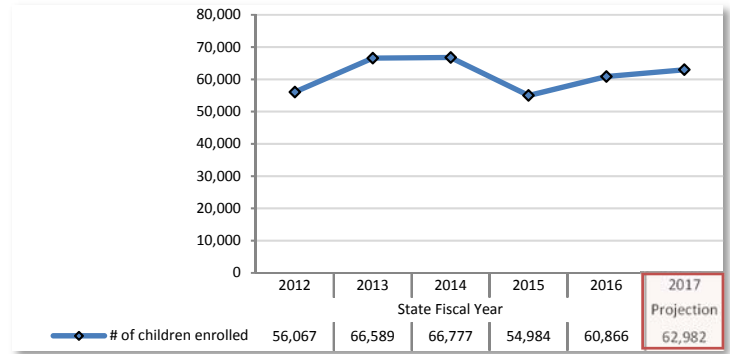
- Work with other organizations and agencies to provide information and **hawk-i** applications to families at various locations.
- Help families navigate the Medicaid and **hawk-i** enrollment process.
- Develop and deliver timely, culturally-correct education and materials to Iowans through conferences, health fairs and trainings.
- Encourage policy and procedure changes in the Medicaid and **hawk-i** programs to increase the number of people who stay in the programs.
- Consult with other programs, such as Oral Health, to create effective outreach and communication materials for health insurance, and overall child and family health and wellness.
- Plan meetings and trainings to discuss ways to expand health care coverage outreach and education, simplify coverage programs, and coordinate coverage.

How do we measure our progress?

1 Number of children enrolled in Medicaid expansion & *hawk-i*.

Data Source: Iowa Department of Human Services. Data are available annually.

How are we doing? During fiscal year 2016, 60,866 children were enrolled in Iowa's CHIP program and 15,982 (26.3%) were enrolled in Medicaid Expansion programs or M-CHIP. Of these, 41,643 (68.4%) in *hawk-i* and 3,241 (5.3%) were enrolled in the *hawk-i* Dental-Only program. It was projected that by 6/30/17, the total number of children enrolled in CHIP will reach 62,982. Enrollment is projected to increase to approximately 64,747 in SFY 18.



What can Iowans do to help?

1. All parents, health care providers, community members, policy makers, and employers can learn about the *hawk-i* program at www.hawk-i.org.
2. Parents with questions about their eligibility for the *hawk-i* insurance program should contact *hawk-i* customer service at 1-800-257-8563. For more information, go to www.hawk-i.org.

Expenditures

Intra state receipts* (Dept of Human Services): 0153-0688

	State Fiscal Year 2016 Actual	State Fiscal Year 2017 Actual	State Fiscal Year 2018 Estimate
Other funds*	\$342,340	\$439,035	\$672,955
Total funds	\$342,340	\$439,035	\$672,955
FTEs	0.72	0.83	0.80

Note: Funding information is intended to provide an overview of funding related to the program area. It does not include all federal and state requirements and/or restrictions for the use of funds. Contact the program area for more detailed budget information.