MDwise Community Outreach

October 2012

Exclusively serving Indiana families since 1994.
Agenda:

• Community Outreach:
  – Overview of other resources for marketing, outreach, and awareness of MDwise products and services
  – Outreach Coordinators contact information
Outreach Coordinators in Your Community:

- Represent MDwise throughout the State of Indiana
- Develop relationship with community partners:
  - Schools (school nurses, social workers, parent nights)
  - Enrollment Centers (provide materials and information)
  - Provide materials to community agencies and coalitions
  - Member of and participate in local coalitions
- Promote Hoosier Healthwise, HIP and Care Select
- Arrange for Ms. Bluebelle appearances
Outreach Coordinators:

- Promote and educate about the MDwiseREWARDS program for members to agencies and programs serving members
- Partner with agencies & community health centers on community health fairs
- Partner with programs and health centers on health screening events
- Partner with hospitals, health centers & programs to host Wellness Chats on health topics:
  - Diabetes
  - Asthma
  - Member Education
MDwise Hoosier Healthwise Programs

**BLUEBELLE**
beginnings
Give your newborn a healthy start

**NURSE**
on-call
Speak with a nurse 24 hours a day

**SMOKE**-free
Get help kicking the tobacco habit

**TEEN**connect
Get information just for teens

**HELP** link
Work with a member advocate who know about health, school and community services

**MS.BLUEBELLE’S**
cub club for kids
Teach kids to make healthy choices

**WEIGHT**wise
Reach and maintain a healthy weight

**WELLNESS** chats
Take charge of your health

**RIDE** wise
Enjoy free rides to doctor’s visits

**IN**control
Be in control of your health
Tips to help member stay enrolled:

- Encourage members to open their mail from their health plan.
- Remind members re-enrollment is yearly, unless they get other benefits, like Food Stamps.
- Report any new changes like, a new address, phone number, income, and household.
- Make sure they choose a doctor by calling their health plan.
Outreach Coordinators: Manager & Northern Indiana Team

**MDwise Outreach Team**
Indiana Wellness Consultants (IWC) Outreach Team

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Questions:

Thank you for attending this session!