

ORGANIZATIONAL SUCCESSES AND IMPACT: 2007

- ★ CP has become the acknowledged information source for practical health access news and updates to over 1,100 people statewide in our online Health Access Network (HAN). We sent out a total of 111 informational emails during 2007. Our website was increasingly visited by a broad range of people seeking information; in the last 6 months of 2007 there were an average of 156 sessions/day.
- ★ CP took a leading role in the state to secure dramatically increased funding in the FY07 and FY08 budgets allowing community organizations, hospitals and health centers to provide outreach to their communities and assist people to either get enrolled in public health coverage or understand their options under Massachusetts' new health care reform.
- ★ CP completed a wildly successful 3-year pilot program (PEEP) that gave wireless laptop computers to outreach workers in 7 Western Massachusetts organizations (Franklin, Hampshire and Berkshire counties). With these laptops and active support and guidance from Community Partners staff, outreach workers were able to help people enroll in health insurance in their homes, schools, libraries, farm fields and community centers. The enrollments were done in little more than ½ the time it took previously, at an estimated savings of \$140/ application processed. This program is emerging as a model for the entire state.
- ★ As a result of collaboration with 11 health access organizations in the 4 counties of Western Mass., our outreach network newly enrolled over 9,600 people in public health coverage.
- ★ CP convened 11 regional Health Access Network meetings for outreach workers in all 4 counties of western Mass. featuring expert speakers from the newly created Commonwealth Care and Commonwealth Choice programs, Health Care For All, Blue Cross Blue Shield of Massachusetts Foundation, Mass. Immigrant and Refugee Advocacy Coalition – people who otherwise rarely come west. CP also initiated a HAN series in Metro Boston.
- ★ CP developed a unique webpage with searchable map for residents of the Pioneer Valley looking for help navigating health care reform. CP also conducted training for health and human service organizations in Hampshire County about the impact of health care reform on safety net organizations.
- ★ With 3 health access organizations in western Mass. and funding from USDA, CP expanded the use of wireless laptop technology to include assistance with Food Stamp applications.
- ★ CP secured over \$100,000 in state and over \$35,000 in federal funds that we were able to “pass through” to 11 outreach organizations in western Mass. These funds are essential to the continued operation of our partner organizations providing direct outreach and enrollment services.



WHAT'S IN OUR NUMBERS!

In fiscal 2007, **9,600** people were newly enrolled into publicly funded health coverage with assistance from a network CP created in partnership with 10 western Massachusetts outreach and enrollment programs.

1,100 people were in our statewide Health Access Network from **375** organizations based in **117** towns and cities in Massachusetts.

111 informational emails were sent to outreach workers statewide.

In fiscal 2007, CP was able to secure over **\$100,000** in state and over **\$35,000** in federal funds that we passed on to 11 organizations in western Massachusetts that provide direct outreach and enrollment services to people in need of health care.

Approximately **227,190** pages were viewed on our website during **49,827** visits.

A unique online map CP created to help people find enrollment assistance was viewed **5,769** times.

Between June and December 2007, there were **13,953** unique visitors to our website.

For the state's Fiscal Year 2008 budget, CP advocate for and helped secure **\$3.5 million** that is targeted for community groups helping with outreach and enrollment assistance for health care reform.

On the average, each email we sent to our Health Access Network was opened by **32%** of the people who received it, and nearly half of them (**48%**) clicked on links for additional information.