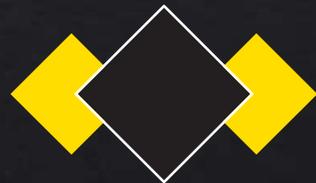


Impact of Medicaid Expansion on Free Clinics

Presented by Linda D. Wilkinson

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LDW Consulting

“For the Experience”

WORKSHOPS' OBJECTIVES

- ◇ Concerns about impact of Medicaid on clinics & patients
- ◇ Strategic Planning Issues
- ◇ Communicating Change
- ◇ Board Members
- ◇ Fundraising
- ◇ New Business Models
- ◇ Potential Partnerships



Idaho
Medicaid
Card

JOHN Q. SMITH

MID 1234567

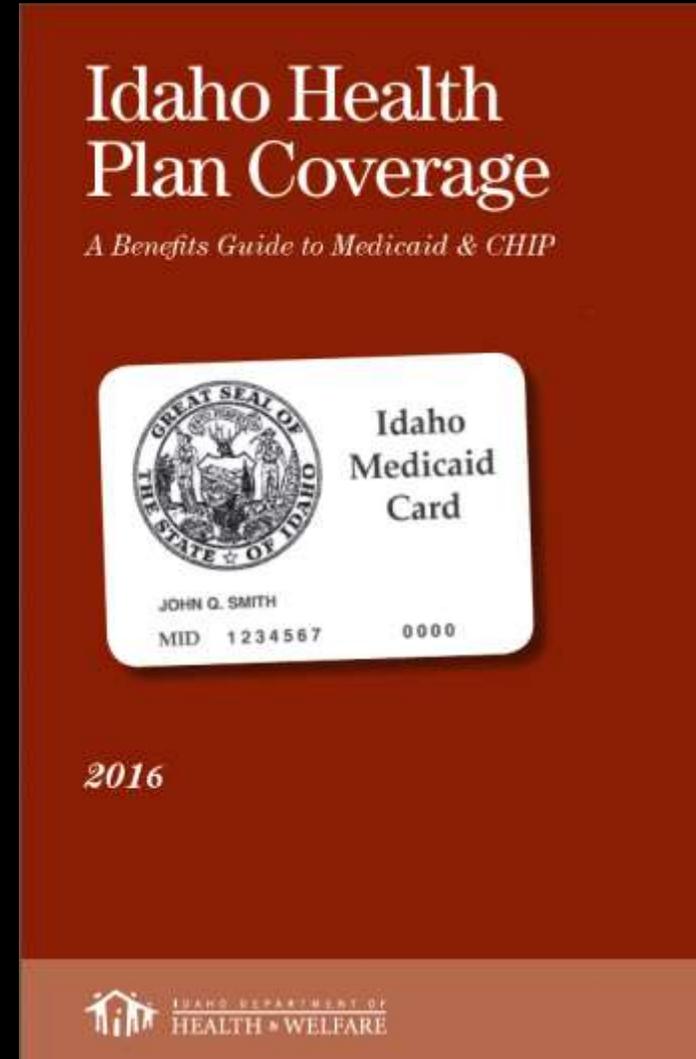
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**What does Medicaid mean
in Idaho?**

**What wrap-around services
are provided by clinics?**

**What services do clinics
provide NOT covered by
Medicaid?**



<https://medicaidexpansion.idaho.gov/>

Concerns

- ◇ Mission
- ◇ History
- ◇ Founders & Board Members
- ◇ Patients
- ◇ Money
- ◇ Regulation



- ◇ Partners
- ◇ FQHCs
- ◇ Infrastructure Changes & Costs
- ◇ Volunteers; Staff
- ◇ Enough providers?
- ◇ Other?



Strategic Planning

Research & Prep

- ◇ What have you done?
- ◇ What needs to be done?
- ◇ Who can help?
- ◇ What are others doing?
- ◇ Eligibility? # of patients
- ◇ Services covered & not
- ◇ Exemptions or special considerations



Board & Staff

- ◇ Right people on the board?
- ◇ Roles?
- ◇ Committees?
- ◇ Staff alignment?
- ◇ Right staff? Time to re-org?
- ◇ Strategic Plan
- ◇ Managing Change - Plan

SEE LIST OF QUESTIONS SLIDE

Communicating - Messaging

◇ Refine your message – be consistent.

Consider:

- Audiences – define. Board; Patients; Staff; Funders; Volunteers; Partners; Others?
- Same or changing?
- Patient Stories
- Why? How? Who? When?
- Impact
- Timeline to communicate & educate patients

◇ Proactive – media, stakeholders

◇ Format – social media

◇ Do you need help?



5 TIPS FOR EFFECTIVE

COMMUNICATION



1. **COMMUNICATE** RELENTLESSLY.
2. **SIMPLIFY** AND BE DIRECT.
3. **LISTEN** AND ENCOURAGE INPUT.
4. **ILLUSTRATE** THROUGH STORIES.
5. **AFFIRM** WITH ACTIONS



BOARD – ARE THEY READY?

Right People

Right Positions

Roles & Responsibilities

Committees

Resources

Strategic Plan

To Consultant or Not to Consultant

Other needs for board?

BUSINESS MODELS – YES/NO/MAYBE

◇ Traditional Model

- Not enough patients eligible
- Undocumented
- Infrastructure challenges
- No changes to Mission
- Low reimbursement rates
- Other providers in community
- Niche clinic (ex. Dental in Va.)
- Time!
- Other??

◇ Hybrid Model

- LOTS of eligible patients
- # of reimbursable visits
- Providers eligible
- Accept Medicaid – BILL for \$\$
- Deficit in first year? Cover expenses?
- Right infrastructure
- EHR
- Not enough community providers
- Staff & Volunteers



**IDAHO PRIMARY
CARE ASSOCIATION**

PARTNERSHIPS



Trinity Health

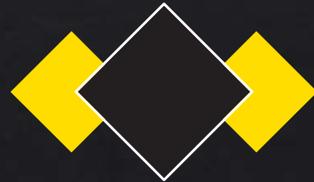
Partnerships

QUESTIONS? THANK YOU

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