

Who Calls an 800# for Healthcare?

Challenges in Rural Health



HEALTHY MOTHERS, HEALTHY BABIES
Coalition of Georgia

Improving access to healthcare for Georgia families.

Healthy Mothers, Healthy Babies Coalition of Georgia

- Improves access to healthcare for Georgia's women and children
- We are a membership organization – the Georgia affiliate of the National Healthy Mothers, Healthy Babies Coalition



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PowerLine *800-300-9003*

- 1984, *PowerLine* = Prenatal Outreach to Women, Education and Referral
- 1989, Federal Mandate/Title V Block Grant/State MCH Toll-Free Telephone Line/Hotline
 - HMHB is the DPH grantee that operates Georgia's federally mandated, toll free, bilingual call center, *PowerLine*; offering healthcare information and referrals to Georgia's families.
 - All WIC calls are forwarded to *PowerLine*

ADVOCACY


- We are a strong voice for maternal & child health issues in Georgia.
 - Annual Legislative & Policy Agenda
 - “Keeping Current @ the Capitol” weekly e-newsletter during the Legislative Session.
 - PowerLine data has proven to be an invaluable tool in supporting legislative reform.



***GET CONNECTED – Your
Source for Statewide Healthcare
Referrals and Information
1-800-300-9003***

Whether you or your family members require a routine checkup or a referral for additional medical care, you can trust our *PowerLine* to help you find the services you need.

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Referrals include, but are not limited to:

- **Healthcare (Doctor)**
- **Oral Health (Dentist)**
- **Prenatal Care**
- **WIC and Nutrition Services**
- **Child Health and Development**
- **Birth Control**
- **Breastfeeding Support**
- **STD/HIV Testing Sites**



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GET CONNECTED, continued

**Spanish speaking staff
and telephone interpreters available
in 170+ languages**

800-300-9003



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PowerLine

FY 2010-2011



- 23,136 calls
- 49,077 referrals



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Who Calls PowerLine?

- **Women 90%**
- **Men 10%**

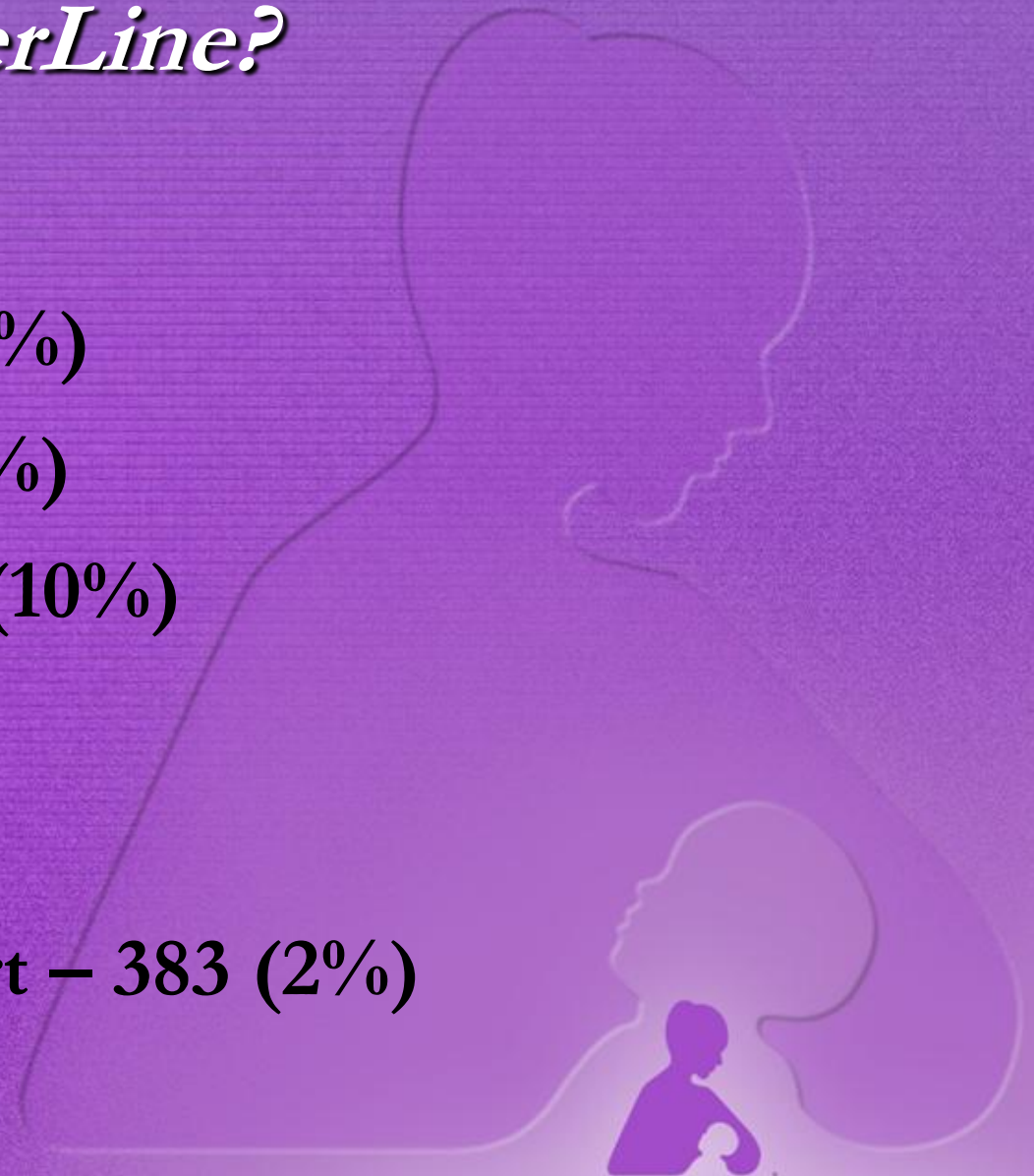


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Who Calls PowerLine?

- **Black - 10,231 (44%)**
- **White - 8,885 (38%)**
- **Hispanic - 2,226 (10%)**
- **Other - 942 (4%)**
- **Asian - 472 (2%)**
- **Declined to report – 383 (2%)**



Who are the PowerLine calls about?

- **Child - 11,377 (about a child) = 49%**
- **Woman - 6,927 (herself) = 30%**
- **Man - 1,740 (himself) = 8%**
- **Maternal - 1,974 (pregnant) = 9%**
- **Provider - 1,118 (client) = 5%**



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Why do Georgians call PowerLine?

- 1. WIC @ 8,084 calls - 35%**
- 2. Low Cost Pediatrician Needed – 10%**
- 3. Medicaid General Practitioner Needed - 8%**
- 4. Medicaid Dentist Needed-Adult - 3%**
- 5. Medicaid Pediatrician Needed – 3%**



Why do Georgians call PowerLine?

6. **General DFCS Referral Needed – 2%**
7. **Low Cost General Practitioner Needed- 2%**
8. **Medicaid Eye Doctor Needed - 2%**
9. **Low Cost Pregnancy Related Services Needed – 2%**
10. **Medicaid Mental Health Therapy Needed – 2%**



Your zip code, please?

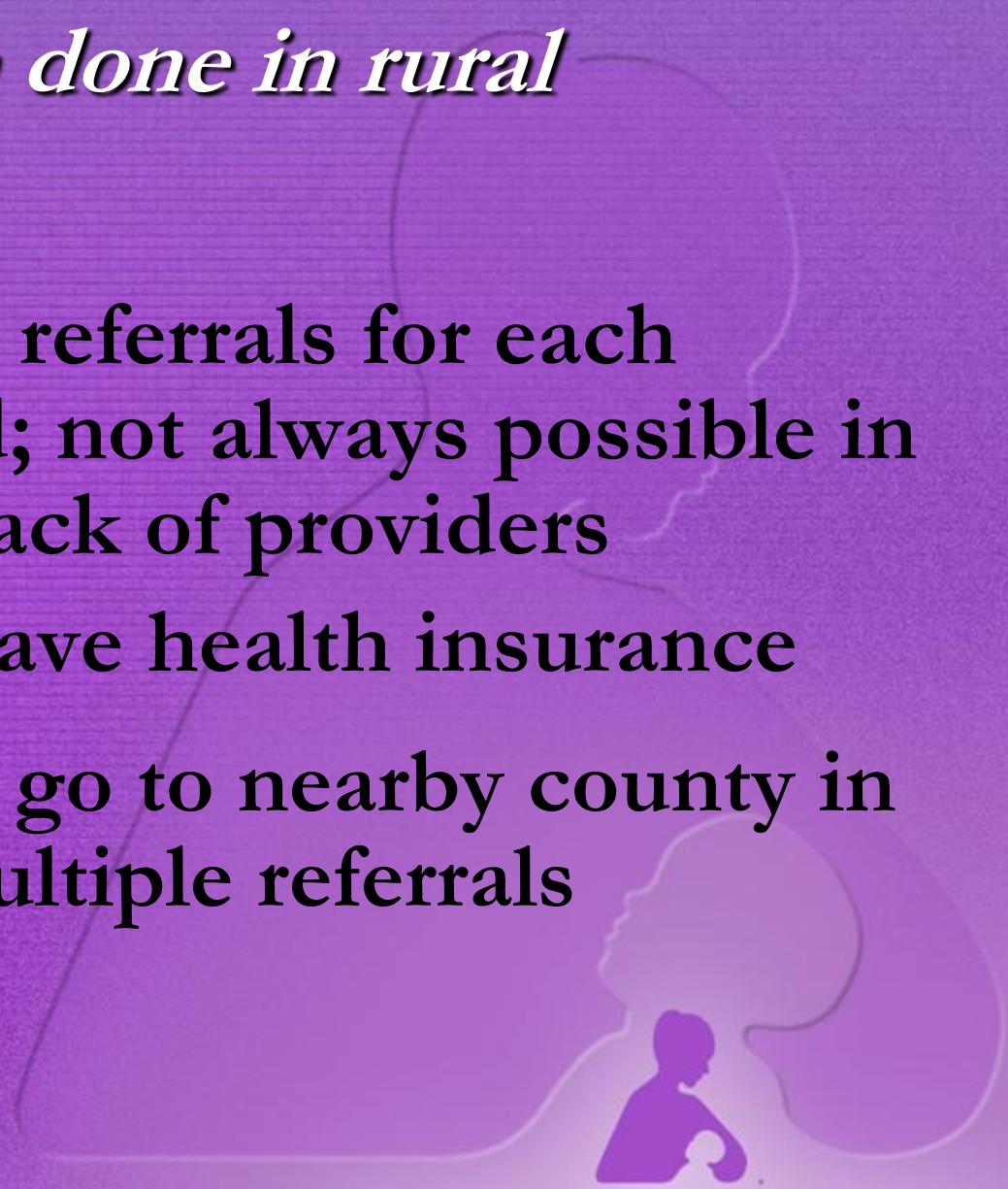
Number of calls by Health District 23,105

1-1 Northwest (Rome)	1,067	5%
1-2 North GA (Dalton)	819	4%
2 North (Gainesville)	683	3%
3-1 Cobb-Douglas	2,350	10%
3-2 Fulton	4,125	18%
3-3 Clayton (Jonesboro)	945	4%
3-4 East Metro (L'ville)	2,559	11%
3-5 DeKalb	3,461	15%
4 LaGrange	1,921	8%
5-1 South Central (Dublin)	101	<1%

5-2 North Central (Macon)	473	2%
6 East Central (Augusta)	527	2%
7 West Central (Columbus)	509	2%
8-1 South (Valdosta)	292	1%
8-2 Southwest (Albany)	341	1%
9-1 Coastal (Savannah)	679	3%
9-2 Southeast (Waycross)	288	1%
10 Northeast (Athens)	738	3%
Undefined	1,227	5%

Easier said than done in rural Georgia

- We try to give 3 referrals for each healthcare need; not always possible in rural Georgia/lack of providers
 - Even if you have health insurance
- Usually have to go to nearby county in order to give multiple referrals



Rural Healthcare Gaps reported to PowerLine in FY10-11

- **LACK OF SPECIALISTS**, particularly orthopedists, gastroenterologists, orthodontists
 - Pediatricians, OB-GYNs
- **Public Health:**
 - Some counties do not have the resources to keep their Health Departments open more than 2 days a week.
 - Shared staffing within a health district
 - Some have nurses/nurse practitioners, but no doctors
 - Some can only accept their own county's residents. One only accepts farmers.
- **TRANSPORTATION**, particularly out-of-county



Let's talk...

- Lowest number of calls seems to correlate with lowest population... District 5-1 called *PowerLine* the least (101 calls). Does this mean we need to do more outreach there – or are those citizens accessing healthcare satisfactorily already?
 - I asked Margaret Turner, Director of Heart of Georgia Healthy Start why. She said, “It’s because they call us!” Many rural communities have relationships that work.

Let's talk...

- We want to increase the number of *PowerLine* calls received. Yet, increasing outreach over the past year hasn't resulted in increased calls. So, we are changing the type of outreach.
 - We're at this conference: rural, rural, rural.
 - Now working with OB/GYN Society, GAFP.
 - MedCenter Displays in hospital waiting rooms
 - Gwinnett Medical Center, Floyd Medical Center, Oconee Regional Milledgeville (Baldwin)
 - Billboard in Health District 8-1 (Valdosta)



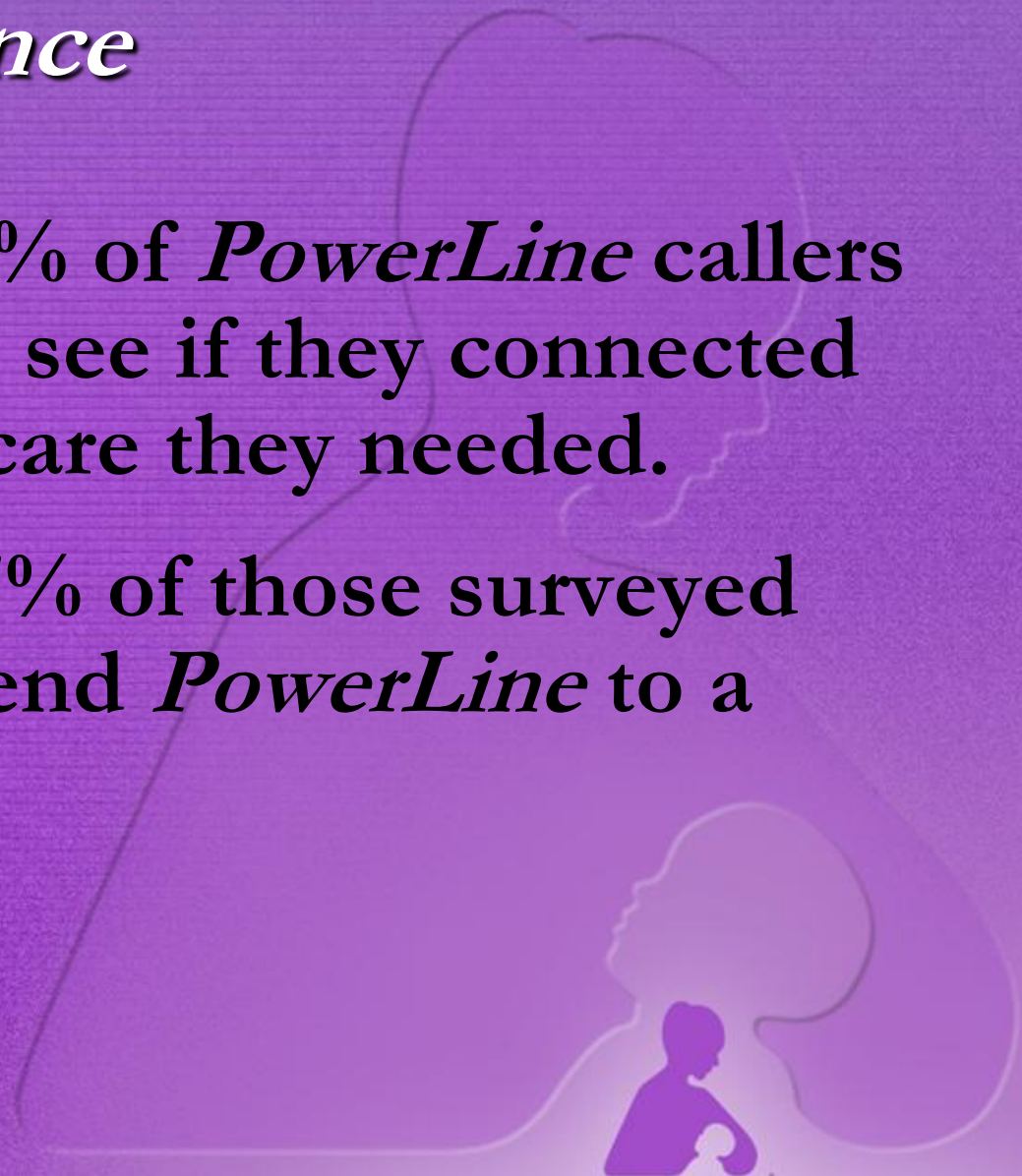
An Intern Study

- 2009 GSU Intern Study: Disproportionate health services provided in (10) rural counties compared to (2) urban counties. N=210. Response rate 33.3%
 - Asked to rate satisfaction of their overall *PowerLine* experience, on a scale from 1-10.
 - Urban average score was 6.84
 - Rural average score was 7.72
- How they found out about PowerLine:
 - Urban – many various sources
 - Rural – social service agencies. **YOU!**



Quality Assurance

- We call back 10% of *PowerLine* callers every month, to see if they connected with the healthcare they needed.
- In FY10-11, 94.7% of those surveyed would recommend *PowerLine* to a friend



How can you help?

- **Provider Updates/New Providers:** Share your resources with us!
- **Outreach/public awareness in your community:**
 - Invite us to a Health Fair or collaborative meeting in your county (Family Connection, Breastfeeding Support Groups)
 - Display rack cards (get them today)
 - Deliver rack cards to Department of Labor Career Centers, DFCS, your community partners



OPPORTUNITIES FOR YOU!

– ANNUAL MEETING & CONFERENCE

- Tuesday, October 11, 2011
- Clayton State University
- *Let's Go Beyond Just Talking about Breastfeeding*
- 9am-3:30pm

– LEGISLATIVE RECEPTION

- Wednesday, February 8, 2012
- Central Presbyterian Church, Atlanta,
- 4-6:30pm



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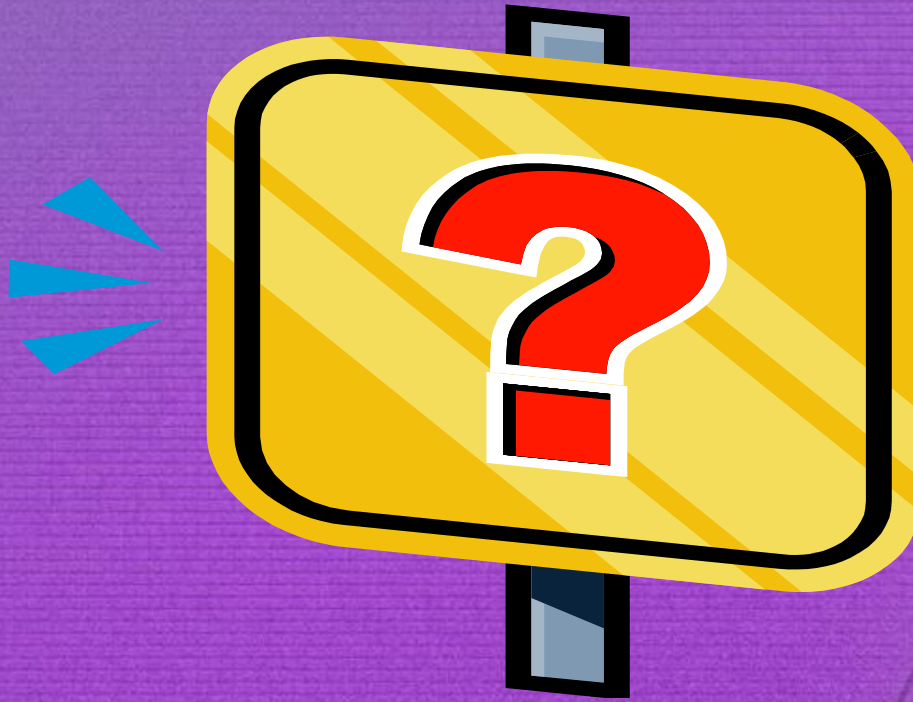
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**PLEASE JOIN US to improve healthcare for
Georgia's families!**

www.hmhbga.org

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On behalf of the mothers
and babies of Georgia,
THANK YOU
for all you do!



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