

MISSION STATEMENT: Clínica Tepeyac's Mission is to provide culturally competent health care and preventive health services for the medically underserved.

Now in its 23rd year, Clínica Tepeyac is a community health center providing integrated physical health, behavioral health and health promotion services to almost 5,000 individuals from across the Denver metro area annually. Clínica Tepeyac and has distinguished itself as a dynamic organization dedicated to eliminating health disparities and ensuring that each patient that walks through its doors be treated with high quality care and the highest level of respect and compassion. Clínica Tepeyac is engaged in several important initiatives and practice transformation efforts including the implementation of a team-based care model, pursuit of Patient Centered Medical Home certification through the National Committee for Quality Assurance, implementation of a fully integrated evidence-based pediatric model, and deployment of evidence informed health promotion initiatives. These efforts lay the groundwork for realizing its vision of doubling patient visit capacity, and incorporating pharmacy and dental services in one integrated service delivery site by 2021.

JOB SUMMARY:

The Outreach and Enrollment Specialist conducts outreach activities to engage with community residents who lack access to healthcare and health insurance for the purpose of increasing health insurance coverage and access to quality primary care, dental, and behavioral health services; provides education on health care coverage options, application and enrollment assistance, and follow-up on submitted applications. The O&E Specialist works closely with clinic-based enrollment staff to ensure coordination of efforts; builds outreach and enrollment collaborations with local partner organizations; and tracks outcome of outreach and enrollment activities to continually improve program approach.

The O&E specialist works with all members of the Health Promotion team to achieve program goals and ensure coordination of departmental strategies and activities.

A. MINIMUM QUALIFICATIONS:

1. **Education:** High School Degree or Equivalent required. Bachelor's degree in public health, health education, communications or related program preferred.
2. **Experience:** Minimum two years working in one or more of the following settings; healthcare, community based organization or human services, including experience working in diverse communities. Experience facilitating screening and enrollment in health insurance or other means-based eligibility programs such as Medicaid, Colorado Indigent Care Program, or Connect for Health Colorado strongly preferred.
3. **Language:** Oral and written fluency in English and oral fluency in Spanish required.
4. **Certification/Licensure/Registration:** Certified Application Counselor certification preferred. Valid Driver's License.
5. **Ideal Candidate:** Will have strong initiative and the passion to advocate and provide healthcare to the underserved.

B. ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Patient and Program Enrollment:

- Maintain knowledge about the Marketplace, Medicaid, CHP+, CACP, sliding fee scale and/or other programs and services at Clínica Tepeyac.
- Deliver general education about the Market Place, Medicaid, CHP+, CACP, sliding fee scale, other insurance programs and services that patients may be eligible for.
- Follow policies and procedures as set forth by the Colorado Department of Health Care Policy and Financing and the Colorado Department of Public Health and Environment to determine program eligibility and enrollment.
- Enter accurate data into the Marketplace, Health Care Policy and Financing system, Colorado Access and PEAK systems.
- Aid individuals and families with program enrollment, follow-up communication and enrollment management. Assist clients with renewing coverage during appropriate renewal periods.
- Maintain, track and log all patient and program information.
- Work as a team with internal staff (including clinic-based enrollment staff, clinic manager, front desk staff and COO) and external partners (County Medicaid Technicians, Program Enrollment Specialists and insurance representatives) to create a seamless enrollment process for programs and services offered at Clínica Tepeyac.
- Attend meetings with counties, and enrollment partners, and attend community events as appropriate for achieving outreach and enrollment objectives.

2.Outreach:

- Conduct patient and community outreach to raise awareness of enrollment opportunities and Clínica Tepeyac services and programs, consistent with current organizational goals and strategies.
- Under direction of Health Promotion Manager, and working closely with other members of the health promotion team, identify and staff outreach events relevant for health promotion programs.
- Update streaming video in waiting rooms at least monthly to include up-to-date health and wellness messaging, current information regarding Tepeyac services, and announcements of community events as requested by Leadership staff.
- Support Health Promotion Manager in the development and execution of community outreach strategy, including participation in community organization meetings, outreach to local businesses and employers, distribution of flyers for health promotion programs and activities.
- Coordinate development and procurement of signage and promotional items for health promotion program and outreach and enrollment efforts.
- In coordination with Corporate Giving and Events Coordinator, secure and manage participation of community organizations and businesses in Adelante 5K Expo

Note: position requires regular evening and weekend hours, averaging less than 20% time, to effectively conduct community outreach.

Knowledge, Skills & Abilities:

- **Knowledge, Skills and Abilities –**
 - Passion for connecting community members with available resource.
 - Knowledge of eligibility rules for Market Place, Medicaid, CACP, and CHP + strongly referred.
 - Ability to think critically, understand complex program rules, and keep up with updates and changes with all program regulations, policies and procedures.
 - Ability to explain and summarize detailed health insurance and health literacy concepts, including application process, program benefits and policy and procedures in terms that the general population can understand.
 - Higher-level math skills, self-motivated and able to achieve results through good organizational skills, ability to work independently, self-direct and be a functional team member, ability to organize and prioritize.
 - Highly proficient computer skills to include MS Word, Excel, PowerPoint, Outlook, social media and web-based application interfaces.
 - Excellent oral and written communication skills, to include excellent telephone manner, presenting and speaking in public settings, communicating effectively with community members and professionals in one-on-one and group settings.
 - Basic knowledge of health insurance and health service delivery.
 - Respect for and culturally competent approach to working with low income and ethnic minority communities is a must.
 - Ability to execute work plans independently and with flexibility
 - Ability to multitask, prioritize work and meet deadlines.
 - Creative and positive approach to communication and problem solving.
- **Teamwork** – Contributes to building a positive team spirit; puts success of the team above own interest; supports everyone’s efforts to succeed; must be able to work well in multidisciplinary team settings
- **Customer Service** – Strong customer service skills exhibited in excellent, unbiased and culturally appropriate customer service to patients and the community; ability to handle difficult and angry people constructively; savvy enough to interact with physicians and clients
- **Interpersonal Skills** – Must have excellent written and verbal communications skills and presentation skills; focuses on solving conflict in cooperative manner, not blame; keeps emotions under control
- **Cost and Time Consciousness** – Must know how to manage time and prioritize activities
- **Diversity** – Shows respect and sensitivity for cultural diversity
- **Ethics and Professionalism** – Treats people with respect and consideration regardless of their status or position and is accountable for own actions
- **Organizational Support** – Follows policies and procedures established by Clinica Tepeyac; visible to staff, offering support and modeling service behaviors and concern resolution process
- **Safety, Confidentiality and Security** – Observes safety and security procedures; reports potentially unsafe conditions; uses equipment and materials properly. Maintain a secure and trusting environment as required by the Health Insurance Portability and Accountability Act (HIPAA).
- **Attendance/Punctuality** – Is consistently at work and on time, which is predetermined between the employee and the person(s) he/she reports to.
- **Engagement** – Required to attend and participate in two organizational fundraiser events per year.

- **Supervision:** None