



Rural Health Association of Tennessee TennCare Advocacy and Outreach

Annual Report for Grant Contract Edison Number 78046

April 1, 2024 – March 31, 2025



This program or service is supported by the Department of Health and Human Services Under Title I of the Patient Protection and Affordable Care Act and is therefore prohibited from discrimination on the basis of race, color, national origin, sex, age, or ability.

2025 Annual Report TennCare Advocacy and Outreach Services

Grantee Name: Rural Health Association of Tennessee (Edison Vendor ID: 92463)
Contract Edison Number: 78046
Contract Year Term: 04/01/2023-3/31/2024
Contract Term: 04/01/2023 – 03/31/2025
Contract Amount: \$1,000,000
Total Amount Expended: \$ 564,542

Program Overview

Rural Health Association of Tennessee (RHA) has been leading the way toward a healthy Tennessee through partnerships, advocacy, education, and resources since 1994. RHA's 800+ members include rural and urban providers, hospitals, clinics, school health professionals, mental and behavioral health providers, and others who work to address health disparities in rural and other minority populations. Our members reach all 95 counties across Tennessee.

At the start of the COVID-19 pandemic in 2020, the [U.S. Congress enacted the Families First Coronavirus Response Act \(FFCRA\)](#). Among other things, FFCRA required state Medicaid programs keep beneficiaries enrolled through the end of the Public Health Emergency (PHE) in exchange for enhanced federal funding. In 2022, [RHA received a grant through Tennessee Department of Health \(TDH\)](#) to build strategies and best practices to reduce COVID-19 risk across the state of Tennessee in underserved and rural communities. As part of this work, RHA established a [Health Insurance Enrollment Assistance Program](#) to support providers and their patients through the PHE and subsequent unwinding period. RHA hired Andrew Hawkins, BS who has nearly 13 years of experience assisting individuals enroll in TennCare and Affordable Care Act (ACA) Marketplace plans.

In preparation of the PHE ending, RHA signed a contract with the State of Tennessee, Department of Finance and Administration, Division of TennCare (TennCare) for "Advocacy and Outreach Services During the COVID-19 Unwinding Period." This contract allowed RHA to expand upon and later sustain the work that began as part of the TDH contract. Scope of services and deliverables include performing stateside outreach to assist TennCare members through the renewal process and advocacy services that includes operating a statewide hotline (866-675-7092) and monthly community events.

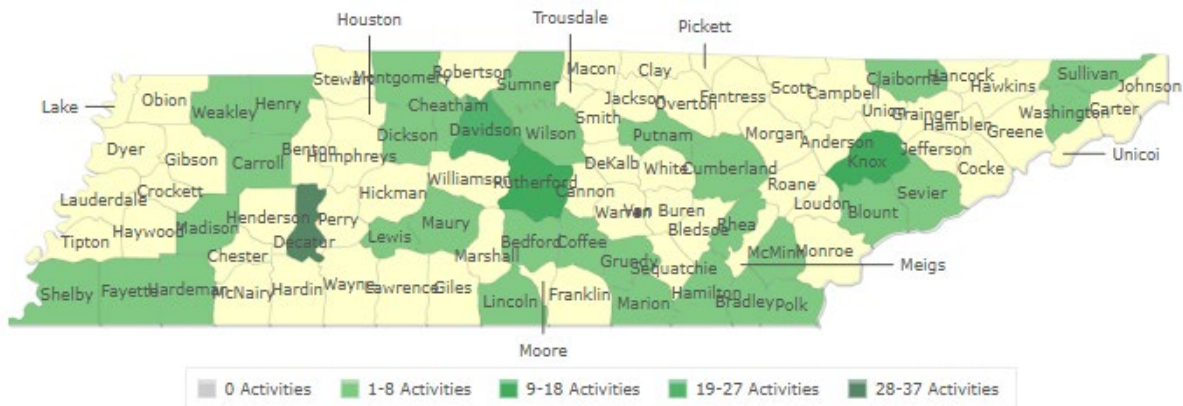
In the second year of the contract, RHA conducted 25 outreach events, made 21,341 outbound calls to TennCare members, and provided direct renewal assistance to 1,843 people. The enclosed report outlines the activities and services provided April 1, 2024, through March 31, 2025.

Outreach Events

Rural Health Association of Tennessee's (RHA) Community Health Workers (CHW) spend half their time conducting outreach events and making outbound calls to TennCare Members. Each month RHA's Community Health Workers attend at least 1 community event aimed at reaching families and providers, in addition to weekly outreach, attending County Health Councils, and other events.

In Year 2, RHA attended 25 events in 18 counties. RHA has a weekly presence at St. Louise Clinic in Murfreesboro and assisted Hometown Health Clinic in McKenzie via phone and email assistance. When including additional outreach activities, RHA's CHWs attended more than 125 events in at least 35 counties (see map below). Activities on the map do not include outreach by other RHA staff not funded by this grant or counties reached via events with statewide or regional audiences.

Event	Date	County
Washington County Health Fair	April 9, 2024	Washington
Annual Resilient TN Collaborative Summit	May 8, 2024	Davidson
Foster Parents Appreciation Event	May 10, 2024	Putnam
Rhea County Hispanic Baby Shower	May 24, 2024	Rhea
SOS Festival	June 1, 2024	Hamilton
Northwest Tennessee Elder Justice Conference	June 4, 2024	Obion
Sevier County Health Fair	June 11, 2024	Sevier
Safe Kids at the Zoo	June 22, 2024	Hamilton
Mountain Hope Shepherd Clinic Health Fair	7/18/24-7/19/24	Sevier
Catholic Charities Resource Center Back to School Event	July 27, 2024	Maury
Shoes for School Knoxville Area Urban League Event (C)	August 3, 2024	Knox
Puryear Community Health Fair	September 14, 2024	Henry
Wilson Co Schools Family Services	September 17, 2024	Wilson
HoLa Family Festival	September 21, 2024	Knox
Catholic Charities Family Resource Center Baby Fair	September 25, 2024	Maury
Community Health Fair	September 28, 2024	Lincoln
Marshall County Recovery Fest	September 28, 2024	Marshall
New Direction Health Care Solutions Summit	October 4, 2022	Knox
New Direction Health Health Care Solutions Health Festival	October 5, 2024	Knox
The Rural Community Health Fair	October 5, 2024	Hardeman
Community Outreach Event and Blood Drive	November 6, 2024	Dickson
TennCare Outreach Event	December 18, 2024	Coffee
Community Resource Event	January 29, 2025	Hamilton
Ram Clinic	February 8, 2025	Knox
Community Baby Shower	March 22, 2025	Lewis



Source: TruServ (Activities by TN County)

Additionally, information about the unwinding period has been shared by all staff with County Health Councils and members that include school health, hospitals, FQHCs, clinics, and other community-based organizations. [RHA's Enrollment Webpage](#) received more than 15,000 visits and through RHA's Rural Health Digest Newsletters reached more than 3,000 subscribers in the newsletters below:

- [April 2024](#)
- [May 2024](#)
- [June 2024](#)
- [July 2024](#)
- [August 2024](#)
- [September 2024](#)
- [January 2025](#)
- [February 2025](#)

Service Type	Count
Behavioral & Mental Health	2
College/Technical School/University	13
Community Partner/Organization	8
Faith Based Organization	3
FQHC	2
Health Department	8
Healthcare Provider/Hospital	5
K-12 Education & School Health	7
Nonprofit	20
Other	20
Rural Health Clinic	8
State/Federal Offices/Agencies	3
Grand Total	99

Activity Topics and Types of Services

The chart to the right represents a wide variety of organizations and agencies that RHA has partnered with to help with health insurance, social drivers of health, cultural competencies, and quality improvement.

RHA staff distributed 5000+ business cards with an 800# for easy access to enrollment, and made 115 referrals via FindHelp.org.

Hispanic Outreach and Advocacy Services

During year 2, Jyssie Molina, Community Health Coordinator, provided services to 141 families who identify as Hispanic. Of those families, 70% were referred to RHA by Saint Louise Clinic in Rutherford County, 25% were outreach event referrals, and 5% were referred from Hometown Health Clinic serving Benton, Carrol, Henry, and Weakley Counties.

- April 2024 – assisted 25 families
- May 2024 – assisted 8 families
- June 2024 – assisted 13 families
- July 2024 – assisted 9 families
- August 2024 – assisted 18 families
- September 2024 – assisted 8 families
- October 2024 – assisted 2 families
- November 2024 – assisted 9 families
- December 2024 – assisted 4 families
- January 2025 – assisted 9 families
- February 2025 – assisted 19 families
- March 2025 – assisted 17 families

Renewal Packet and Enrollment Completions

Rural Health Association of Tennessee expected to have a need for up to five (5) Community Health Workers/Enrollment Navigators to support re-enrollment events. We quickly learned, however, that additional staff did not necessarily support additional enrollments. Three full-time Enrollment Navigators successfully managed completion of “call-lists” provided by TennCare, in addition to their enrollment appointments, and outreach services. The below are the enrollment details for Year 2 efforts.

April 1, 2024 - March 31, 2025 Totals

Total Accounts Opened	59
Total Completed Renewal Packets	1,770
Total Completed Reenrollment Applications	73
Total Hotline Calls Received	399
Total Hotline Calls Answered	394
Number of Abandoned Calls	5
Average # of Staff Available to Answer Calls	3
Total Outgoing Calls (from TennCare list)	21,341
RESULTS: [Scheduled Appointment]	2,266
RESULTS: [Already Renewed]	2,587
RESULTS: [Left Voicemail]	6,952
RESULTS: [No Voicemail]	3,133
RESULTS: [Bad Number]	2,484
RESULTS: [No Number]	448
RESULTS: [Doesn't Want Assistance]	1,212
RESULTS: [Provided TennCare Direct #]	456
RESULTS: [Modified Appointment]	74

Outreach Events across the State



March 21, 2024, Andrew Hawkins and Jyssie Molina attended an event hosted with Franklin County Schools in Winchester, Tennessee. Franklin County is a rural community on the Alabama border that is often underserved. They have a 5% Hispanic population and approximately 12% uninsured rate. RHA's Jyssie Molina, who is a native Spanish speaker, assisted many families in need of insurance, food, and healthcare. She also played a key role in translating for various organizations, ensuring that non-English speaking families had access to the resources they required.

April 2024, Andrew Hawkins and Jyssie Molina travelled to the Northeast corner of the state to support Washington County Health Department's health fair. They engaged with over 200 participants throughout the event providing information about various resources and services, discussing TennCare eligibility and redetermination.



May 2024, Jyssie Molina helped plan and implement a "Community Baby Shower" in Rhea County. The event had more than 400 attendees, including pregnant women, children, and men. This event allowed Jyssie to quickly connect with the community, especially since many attendees spoke Spanish.

Thanks to this event, we received over 40 calls from individuals inquiring about enrollments and renewals.

June 1, 2025, Jyssie Molina traveled to Chattanooga to outreach to people at the Summer Outreach Safety Festival.

June 11, 2024, Jyssie Molina and Becky provided TennCare information and resources to more than 300 attendees at the Sevier County Health Fair. Once ag Spanish and English-speaking communities on the TennCare enrollment program.

Since the event, the Sevier Health Department has been instrumental in addressing the needs of the community, with our organization receiving over 40-50 calls for new enrollments or questions related to TennCare. This partnership has helped bridge the gap for many individuals seeking healthcare information and services, making a significant impact in the community.



June 22, 2024, Becky White attended the Safe Kids at the Zoo event hosted by the Chattanooga Zoo. The event boasted more than 500 in attendance, 300 of whom Becky provided information about TennCare to.

July 17th- 18th 2024, Jyssie Molina and Becky White attended an event hosted in partnership with Mountain Hope Good Shepherd charitable clinic in Sevierville.

Alongside several other resource tables Jyssie and Becky provided information about TennCare in both English and Spanish languages, as well as providing on-site renewal support.





August 3, 2024, Becky White attended the event Shoes for School hosted by Knoxville Urban Area League located at the Jacobs building in Knoxville. This event reached more than 800 low-income families in Knoxville, all who had pre-registered to attend.

On behalf of the TennCare team, Becky distributed nearly 600 TennCare outreach materials.

September 2025, Becky White and Jyssie Molina had attended the HOLA Festival, a vibrant and culturally significant event for the Hispanic community in the Knox region. They handed out over 500 TennCare outreach materials.



September 25, 2024, Jyssie Molina attended the Catholic Charities Baby Shower event held in Maury County. During this event, they partnered with Maury Regional Urgent Care Columbia to provide support to over 150 pregnant women, offering them valuable information and resources.

October 5, 2024, Becky White attended the Annual Health Festival hosted by New Directions Health Care Solutions in the Burlington Community of Knoxville. Becky distributed more than 200 TennCare outreach materials.



November 2024, Andrew Hawkins and RHA's Rural Health Clinic Network Director, Christin McWhorter partnered with Dickson Community Clinic to host a Community Blood Drive & Enrollment Event in collaboration with Christin during the, a partnership with Dickson Community Clinic.



December 2024, Andrew Hawkins and Jyssie Molina attended the “After-hours Journeys” program at College Street Elementary School in Manchester, TN. They provided information about TennCare eligibility and the annual renewal process to more than 500 people.



January 29, 2025, Andrew Hawkins and Christin McWhorter attended the Purpose Point Community Health event in Chattanooga to support outreach and enrollment efforts.

February 5, 2025, Becky White attended a RAM Clinic hosted at the Jacobs Building in Knoxville. Becky attended one day off the event, interacted with more than 300 attendees, and distributed more than 200 TennCare outreach materials.



March 2025, Jyssie Molina attended a “Community Baby Shower” in Lewis County. Lewis County is a small rural community about an hour’s drive from Davison County. They have a 13% uninsured rate and a 3% Hispanic population.

Client Success Story – from Jyssie Molina

I'll always hold a special place in my heart for the young, pregnant lady I had the privilege to assist. She was only 16 years old and carrying twins, facing a myriad of worries and uncertainties about her situation. From our very first conversation, I could sense her anxiety and knew I had to do everything I could to support her through this challenging time.

I made it a point to keep in touch with her regularly, offering a listening ear and a source of reliable information. We discussed her options, explored available resources, and I helped guide her through the process of applying for TennCare to cover her medical needs during pregnancy. It was a relief when she was approved, knowing that she would have the necessary support for her and her babies' health.

Additionally, I made sure she was aware of programs and organizations that could provide her with free diapers and other essential supplies for her twins. It was important to me that she felt empowered and well-informed, knowing that there were resources out there to help lighten the financial burden of caring for two newborns.

Our ongoing communication allowed me to check in on her well-being, offer encouragement, and provide any additional assistance she needed. Seeing her journey from a worried teenager to a confident mother-to-be was incredibly rewarding, and I'm grateful for the opportunity to have been a part of her support system during such a crucial time in her life.

Client Success Story – from Becky White

During my experiences with renewals, I've come to appreciate the power of personal connection, often found in the most unexpected moments. One such instance stands out vividly in my memory.

I was assisting a client with her coverage renewal, and initially, she seemed rather reserved. As we progressed through the questions, we arrived at one inquiring about her additional resources. In a lighthearted attempt to break the ice, I jokingly asked, "Are you sure you're not hiding any cows from me?" Surprisingly, it elicited a hearty chuckle from her, instantly thawing the formal atmosphere.

That simple joke opened the floodgates of conversation. She confessed her lifelong dream of owning a highland cow, sharing stories of her fascination with their majestic appearance and gentle demeanor. We weren't just discussing insurance matters; we were delving into personal passions and aspirations.

As our dialogue deepened, I learned about her interests, her achievements, and the challenges she had overcome. It was a genuine exchange, filled with laughter, anecdotes, and mutual understanding. By the end of our conversation, she expressed heartfelt gratitude for the unexpected connection we had shared.

Reflecting on that interaction, I realized the profound impact of genuine human connection. In the midst of bureaucratic procedures, a simple moment of levity had transformed into a meaningful exchange, fostering trust and rapport. It reinforced my belief in the importance of empathy and understanding in my role, reminding me that sometimes, the most valuable service we can provide goes beyond mere paperwork—it's about truly connecting with those we serve.