

Executive Summary - 2009 Annual Report of HelpLine Calls and Outreach Activities



For 13 years, Consumers for Affordable Health Care (CAHC) has operated a HelpLine and Outreach Program to provide timely health care and coverage information, education, and assistance to Maine people, businesses and agencies. Our Outreach work helps to keep Maine communities informed about health care and coverage issues through a variety of community and professional venues. Our toll-free HelpLine acts as an information, assistance and referral resource in identifying eligibility for, applying to, and navigating benefits and rights under a variety of public and private health care related programs.

We are happy to report that **in 2009 we helped 7,862 Mainers** in all 16 counties by providing information and applications for free or low cost health care coverage. And, as is the nature of outreach, the indirect impact of this work likely impacted tens of thousands of Mainers over the year.

A few highlights of our program in 2009:

- Received 256,772 hits to our website, which includes an Online Health Care Guide, a 15% increase over 2008
- Received 2,262 calls to the health care HelpLine, a 13% increase over 2008
- Reached 5,600 people via 74 outreach/education events, a 7% increase over 2008
- 1,485 HelpLine brochures mailed to social service agencies for distribution to their clients
- The Maine Center for Disease Control's new website, www.KeepMEwell.org, linked to and relies on CAHC's website as their resource for health care coverage
- Governor Baldacci publicized our HelpLine number as a resources during the H1N1 flu outbreak
- Department of Health and Human Services added our HelpLine number to the MaineCare member cards

Our program staff members are once again developing new ideas for reaching out to children and families across Maine about access to affordable health care coverage. And in the spirit of continuous improvement, new evaluation methods are being developed to improve our ability to serve Mainers as they try to navigate and utilize the health care system.



Advocating the right to quality, affordable health care for every man, woman, and child.

Jaime D'Errico, HelpLine Coordinator
Lisa Webber, Outreach and Education Coordinator
www.mainecahc.org