



GEORGIA DEPARTMENT OF
COMMUNITY HEALTH

DCHNOW

a quick look around

DCH Team,

This month, I participated in a media roundtable with Governor Kemp, Commissioner John King, and key leaders from our Medicaid Care Management Organizations -- Amerigroup, CareSource and Peach State. It was a showcase to talk about Georgia Pathways to Coverage as part of the Governor's Patients First Act and explain how Pathways works in concert with Georgia Access as a valuable option within Georgia's continuum of health coverage programs.



The roundtable, which garnered local and national news coverage, was an opportune time to highlight the agency's new Pathways awareness and outreach campaign under the leadership of Deputy Commissioner Grant Thomas who is doing an excellent job coordinating all the components.

Our campaign launched August 1 and is a statewide strategy that includes:

1. Pathways ads running on digital search engines, public transportation, radio and TV spots on streaming platforms, social media and more.
2. Taking a "boots on the ground" approach by joining events across Georgia to meet with our constituents who need coverage.
3. Providing Pathways informational toolkits to healthcare associations, nonprofits and providers; and,
4. Collaborating with universities and technical colleges, employers, and other organizations to act as "influencers" to help promote this program to their constituencies.

Between August of this year and January 2025, we plan to attend more than 80 community and back-to-school events across the state to connect and inform. Our partners at DHS/DFCS will participate in some events for on-the-spot application assistance.

Part of our outreach strategy is also initiating text message and call center campaigns to directly contact thousands of individuals who could be eligible or notify of any missing information in their application. The text campaign includes outreach to 160,000 parents who may be eligible for Pathways and have children on Medicaid today. We're looking to reach about 17,000 SNAP recipients who may qualify for Pathways, along with individuals who are referred to us from Georgia Access because they are not eligible for subsidies to purchase insurance on the marketplace, and more.

As we move this program forward, and with ongoing support and partnership from our friends at the Capitol, the Office of Commissioner of Insurance and Safety Fire, and the Georgia Department of Human Services, we remain committed to ensuring that more Georgians gain access to affordable quality health care.

Thank you, team, for all that you do.

Sincerely,