Community Resource Coordinators’ Roles and Responsibilities

Community Resource Coordinators (CRCs) are local field representatives that provide network physicians, members and community agencies direct access to Anthem’s resources.

Community Resource Coordinators:

- Remove barriers to accessing health care services
- Provide training for health care professionals and their staff on enrollment, covered benefits, managed care operations, and linguistic services
- Implement health promotion programs and campaigns targeted to chronic diseases such as asthma, diabetes, or prenatal care
- Provide face-to-face assistance to Anthem’s members enrolled in Hoosier Healthwise and Healthy Indiana Plan regarding benefits and value-added programs
- Locate immediate and long-term community services for members to access
- Act as a “facilitator,” working collaboratively to bring agencies and organizations together to focus on promoting overall health
- Share information among CRC staff about operational, educational, and administrative procedures, such as best practices for billing and program improvement
- Create partnerships with local public health, social services and community-based organizations, as well as providers focused to address health-related issues in order to improve the overall health status and quality of life for our members
- Partner with community-based organizations to build a network of social and health services and resources for Plan members and families
- Increase community awareness of Anthem and its services

The CRCs help to bridge the gap between Hoosier Healthwise and Healthy Indiana Plan program requirements and the realities of the local health care delivery systems. CRCs are responsive to the needs of both network providers and members, and are always available to help with operations and access to health care services.

Anthem recommends that providers and office staff attend provider training sessions conducted by CRCs for valuable and critical information for managing their practices.

CRC Roles

CRCs are staffed by managed care professionals who reside in the CRC service area and understand the nuances of Hoosier Healthwise and Healthy Indiana Plan. People who are bilingual and bicultural hold many of the staff positions; that is, they speak at least two languages, such as English and Spanish. They understand the health beliefs and practices of the demographic population they serve.
The CRC focuses on the needs of all of Anthem’s Hoosier Healthwise and Healthy Indiana Plan members. The CRCs are trained to enroll members in Anthem health education and disease management programs and have a thorough understanding of covered benefits, interpretation of policies and procedures, filling out appropriate forms, and understanding diversity and cultural issues. CRCs are comprised of the following positions:

- CRC managers oversee local staff and manage relationships among staff, providers, members, community-based organizations, local government entities and state agencies
- Administrative assistants are often the first contact for network physicians, members, community partners and visitors to the CRC
- Network management analysts, located throughout the state, identify provider network gaps; they are Anthem’s contract negotiators in the field
- Network education representatives conduct training sessions in provider offices and hospital settings; this training fosters successful operating procedures and ensures understanding of the various state-sponsored programs, including program policies and program requirements, billing procedures and electronic billing
- Network education representatives also serve as a local contact to answer questions and resolve problems for providers
- Senior clinical quality auditors work to improve the quality of member care by performing facility site reviews, chart reviews and training office staff on quality management techniques
- Health promotion consultants provide member support services, including health education referrals, event coordination, and coordination of cultural and linguistic services; health promotion specialists refer members and coordinate access to community health education resources for breastfeeding, smoking cessation, diabetes, asthma and other necessary resources
- Outreach specialists call and visit targeted members in their homes to assist them in receiving preventive care and gain access to Plan services; outreach specialists provide families eligible for Hoosier Healthwise and Healthy Indiana Plan to educate them about the options available and to assist with the application process

**Outreach for Members**

CRCs build relationships with local community resources and agencies enabling them to assist members with referrals for:

- Non-emergency transportation
- Translation and interpreter services
- Culturally appropriate community services such as:
  - Nearby pharmacies and grocery stores
  - Public and private transportation
• Senior citizen centers
• Dentists and orthodontists
• Eye care specialists
• Public housing and assisted housing resources
• Weight management centers and dieticians
• Food services, pantries and shelters
• Counseling services

• Government agencies, such as the Social Security Administration

Each CRC provides the services of an outreach specialist, whose primary responsibility is to call and visit members in their homes. Providers can request an outreach specialist for members who need help in accessing health care services.

**Providers need only to complete and fax an Outreach Request form, available on our website to have CRCs assist in facilitating care and services for the member.**

Home visits are a proven strategy to reduce or eliminate barriers members experience to accessing care. Outreach specialists conduct home visits for members who have multiple missed appointments, need assistance with non-emergency transportation to medical appointments, or are hard to reach by telephone.

In addition, the outreach specialist helps members make medical appointments and explains the importance of the medical home model and preventive care. The outreach specialist helps members understand how their programs work.