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ACCESS NYC Launches Marketing Campaign

Are you seeing orange? ACCESS NYC is pleased to announce the launch of the 2008 ACCESS NYC marketing campaign with bright orange ads throughout New York City!

The campaign began on April 28th with 200 posters placed on subway platforms and expanded on May 12th to include 2,000 ads in subway cars and 44 check cashing offices. This three-pronged campaign is helping to bring awareness of ACCESS NYC to all New Yorkers and to also give special attention to three target neighborhoods identified by the Center for Economic Opportunity (CEO): Jamaica, Queens; Bedford-Stuyvesant, Brooklyn; and Melrose, Bronx.

random, and the ads have been placed in 50% of all subway cars.

Prior to launching the campaign, the Training & Outreach Team conducted focus groups at a GED class at LaGuardia Community College to get feedback on the ad. Participants were quickly able to identify the primary message: ACCESS NYC is a website for New Yorkers to learn about benefit information. They also gave valuable feedback and indicated that the ad should highlight that the Web site is free and that it can be used in 7 languages.

It's been an exciting few weeks as colleagues and partners have sent the ACCESS NYC team pictures of ad sightings! Subway car ads have been spotted on every subway line in the system; platform ads have been seen on the A/C platform in Brooklyn, the R/V platforms in Queens, the B platforms in Manhattan, the B/D and 6 platforms in the Bronx, and new sightings are being reported every day.

If you haven't seen an ad yet, there's still time, and once you've spotted one you'll start to see them everywhere! The subway ads will run through the end of June and the check cashing ads will run through mid-August, so next time you're out and about keep your eyes open and you'll be seeing orange too.



Sign up for ACCESS NYC training and receive a FREE poster!

The subway platform ads, as well as the check cashing office ads, have been placed in and around the three CEO target neighborhoods to help highlight this great resource for these particular high-need communities. Subway car placement is

ACCESS NYC Partners with HHC

ACCESS NYC has partnered with the NYC Health and Hospitals Corporation (HHC) to screen low income patients for Food Stamps when they visit a Financial Counseling office for assistance with medical bills. Jointly developed by the Office of the Deputy Mayor for Health and Human Services and the Office of the Speaker of the City Council, this pilot initiative is intended to provide applications and eligibility information for Food Stamps to low income patients.

This pilot initiative includes three hospitals: Gouverneur Health Care Services in the Lower East Side of Manhattan, Cumberland Diagnostic & Treatment Center which is part of the North Brooklyn Health Care Network in downtown Brooklyn, and Harlem Hospital in Manhattan.

Food Policy Coordinator Ben Thomas explained, "Providing working families who are eligible for benefits with easier access to Food Stamps is a top priority of the City. Using the technology of ACCESS NYC, and by reaching

families when they are already working with a financial counselor to determine their eligibility for Medicaid, we are providing an easy entry point into the Food Stamp application process."

After the ACCESS NYC screening, eligible patients are given a pre-populated Food Stamp application, directions to the appropriate office, and information on how to apply. The Financial Counselors also help patients to create accounts so that they can use ACCESS NYC at another time to learn more about other programs they are likely eligible for.

The ACCESS NYC Training & Outreach Team worked closely with HHC staff to prepare the Financial Counselors to screen individuals for Food Stamps and other benefits. The preparation at each site included observation by the ACCESS NYC team to understand the patient experience, customization of the process of using ACCESS NYC to fit into each site's work flow, hands-on training for Financial Counselors on using ACCESS NYC, and regular follow-up to support the Financial Counselors.

A Spotlight on Rosemarie Ortiz and Cumberland Diagnostic & Treatment Center



Standing: Marie Louissaint, Emma Flynn, Jose Rodriguez, and Laura Bartee
Seated: Linda Faggs and Rosemarie Ortiz



Rosemarie Ortiz

As the Network Manager for the Patient Financial Services & Managed Care Department at Woodhull Medical & Mental Health Center, Rosemarie Ortiz has been a key leader and promoter in implementing the ACCESS NYC Food Stamps Pilot program at the Cumberland Diagnostic and Treatment Center which is a part of the North Brooklyn Health Care Network that includes Woodhull.

Rosemarie has been with HHC since 1984 when she began as an HCI/Financial Counselor, and is no stranger to implementing new programs. As a Manager of Patient Financial Services at the Queens Health Network in 1990, Rosemarie implemented the Pre-natal Care Assistance Program (PCAP) that ensures that pregnant women receive early prenatal care. Rosemarie replicated this program at Woodhull and also added financial counseling for outpatient,

ambulatory procedures, elective admissions and a 24/7 Discharge Office in the Emergency Room. Additionally, Rosemarie spearheaded the HHC Options program, which provides low cost medical coverage for anyone (citizens or undocumented) without insurance or with limited insurance coverage.

Rosemarie has approached the new ACCESS NYC Food Stamps pilot program with enthusiasm, leadership, and drive. Now, any patient who is referred to an HCI/Financial Counselor is also screened for Food Stamps. Screenings take 5-15 minutes, and Rosemarie has received positive feedback from some patients. "Our clients are very excited about this new feature" she says, "Not only are we processing the Medicaid application and HHC Options program, but we also adopted the Food Stamp screening process."

Rosemarie attributes the success of the ACCESS NYC Food Stamp pilot to the "dedication, collaboration and diligent performance" of the HCI/Financial Counselors and is "very proud of them!" Rosemarie also reports that ACCESS NYC is "friendly and easy" and that "anyone can use it!"

The Cumberland Diagnostic and Treatment Center is located at 100 Portland Ave in Brooklyn, and you can contact the HCI/Financial Counselor office at (718) 260-7691.

Contact ACCESS NYC for Free Training

Visit ACCESS NYC on the web at www.nyc.gov/accessnyc

Call 311 with questions about using the program

E-mail Sabrina Smith-Sweeney (ssmith-sweeney@hhsconnect.nyc.gov) for information on trainings, marketing materials and help with adding a link to ACCESS NYC to your website



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