

OCHIA & CUNY Health Services Advisory Council Partner's Meeting April 21st, 2016

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Objectives

- What is the current recruitment plan?
- What are the challenges that we face?
- New initiatives?

Current Recruitment Plan

- Student Health Services at the City College of New York is responsible for providing minimal healthcare, education and referral to health resources to the student population.
- A full time Medical Provider position has been created and approved in order to address the health care needs of uninsured students.

Current Recruitment Plan (cont.)

- Campus Advertisement
 - Student Health Services Website
 - SHS Facebook Page
 - Flyers
 - Student email blast beginning each semester
 - SHS tabling participation with other departments (ex: Orientation, Annual Lavender Fest Health Fair, Academic departments)

Current Recruitment Plan (cont.)

- Use of Community Based Organizations for medical treatment, emergency health services, specialty referrals, continuity of care and health insurance resources
- Hospitals within City College vicinity:
 - Harlem Hospital
 - New York Presbyterian
 - St. Luke's Roosevelt

Current Recruitment Plan (cont.)

- **Outpatient Health Centers**

- ✓ Harlem Hospital Men's Clinic
- ✓ Harlem Hospital Family Planning Program Clinic
- ✓ Ryan Health Center
- ✓ Institute for Family Health in Harlem
- ✓ NYP Young Men's Clinic
- ✓ Mount Sinai Adolescent Health Center
- ✓ NYC DOH Clinics
- ✓ Planned Parenthood of NY (Lower Manhattan, Bronx & Brooklyn)
- ✓ Urgent Care Centers (City MD, Cure Urgent Care)

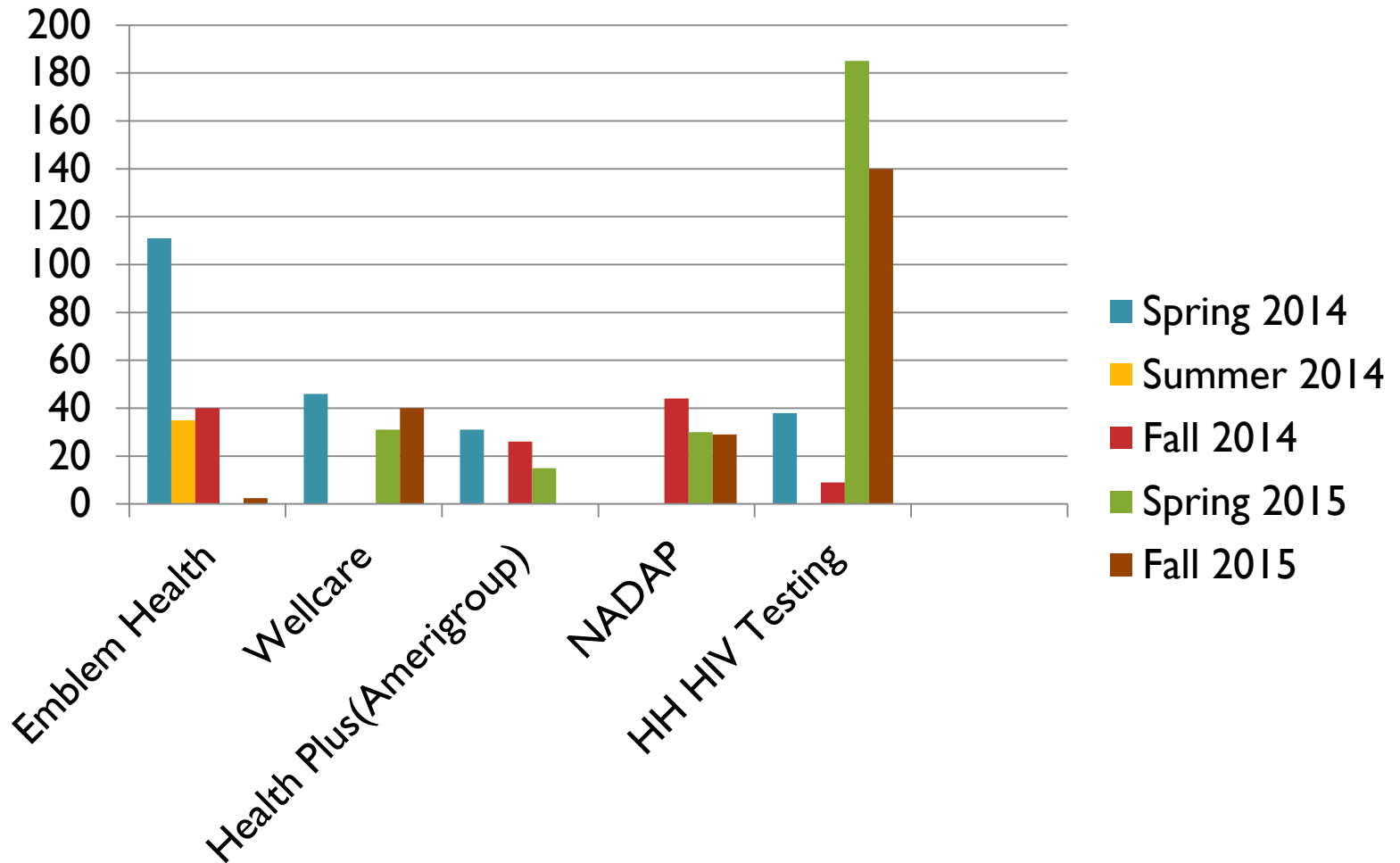
Current Recruitment Plan (cont.)

- Health Care Insurance Vendors are scheduled primarily during Spring and Fall semesters on campus in order to assist students with health insurance enrollment.

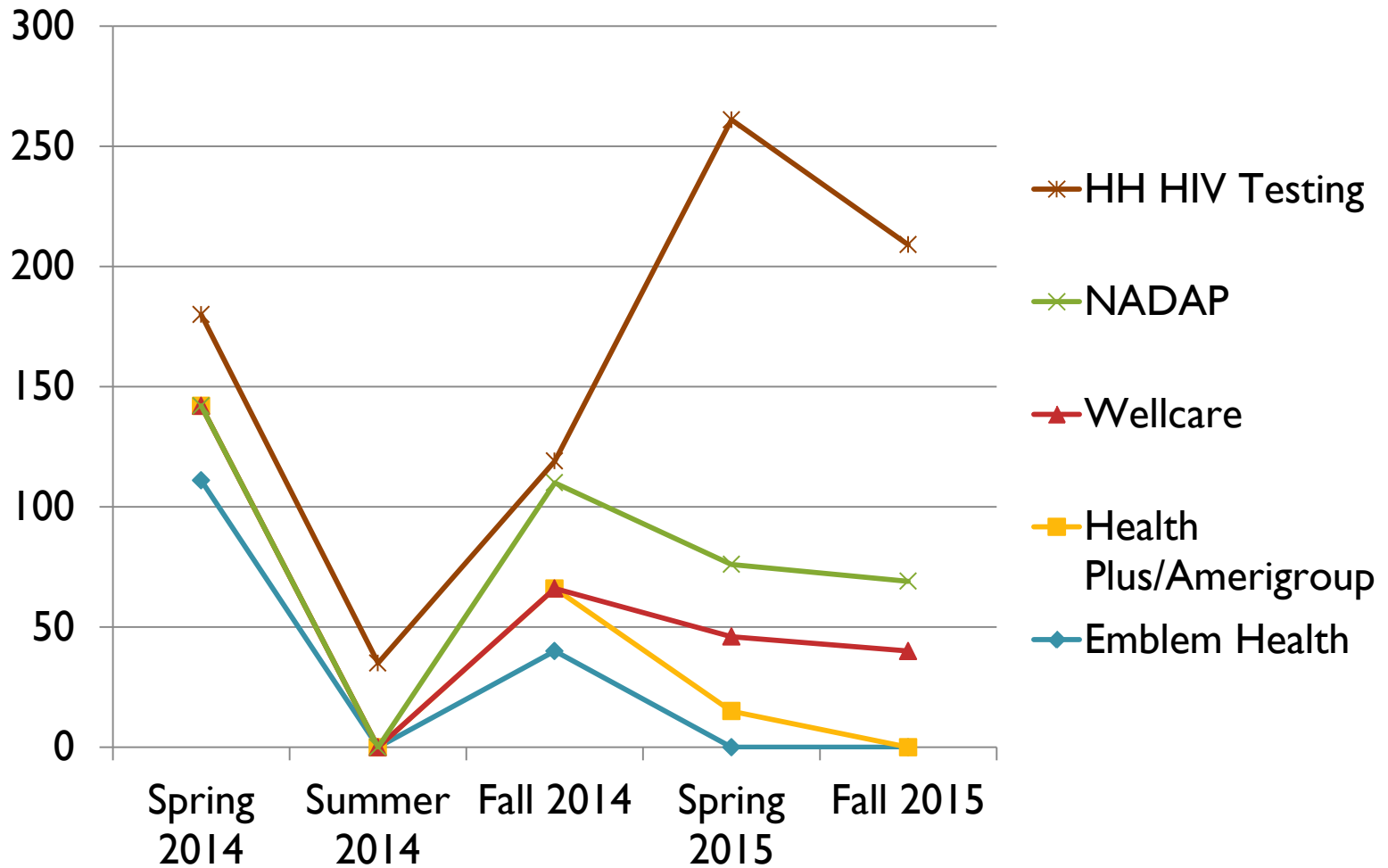
Health Insurance Recruiters for 2014-2015

- Emblem Health
- Health Plus (formerly Amerigroup)
- Well Care
- NADAP (Insurance Navigator)
- Harlem Hospital (during HIV testing)

Health Insurance Recruitment for 2014-2015



Health Insurance Recruitment for 2014-2015



Current Challenges

- Health Insurance Recruiters may result in low numbers due to:
 - Absence/No-shows for scheduled tabling
 - Change of Management/Staff
 - Poor Communication
 - Dull outreach techniques
 - Students' lack of knowledge vs. interest?
 - Poor Advertisement?
 - “Uninteresting” giveaways?

Current Challenges

- Single Registered Nurse for student population of 15,964 ,
- High turnover rate of part-time medical providers (Nurse Practitioners). 5 Nurse Practitioners have been hired since 2011 with a time span of 1.5 semesters.
- New full-time position has been delayed due to current hiring freeze.
- High # of International Students that are ineligible for healthcare insurance benefits
- Students' lack of interest vs. knowledge?

New Initiatives for Upcoming Semesters

- Health Insurance Recruiters
 - ✓ Well Care, NADAP, Harlem Hospital
 - ✓ Set up new relationships with different groups:
Affinity, Metroplus, United Health Care

New Initiatives for Upcoming Semesters (cont.)

- Increase the hours of availability of the current recruiters on campus to reach out to different student groups (ex: evening students/working adults, summer hours)
- Continue with CBO referrals for medical services and healthcare insurance recruitment
- Continued advertisement and outreach information to student and academic clubs
- Continue efforts to justify the need of a medical provider on campus for healthcare delivery for those students that are ineligible for health insurance.

