

## Show-Me Excellence Awards – 2011 Call for Entries

<b>Category 6</b>	<b>Annual Reports</b>
<b>Division A</b>	<b>\$10,000 or less</b>
<b>Entrant's Name and Organization</b>	<b>Denise Rector Children's Mercy Family Health Partners</b>
<b>Title of Entry</b>	<b>What We Do: CMFHP 2010 Community Report (Missouri)</b>

### **Our Community and Organization:**

Children's Mercy Family Health Partners ("CMFHP") is a not-for-profit safety net health plan owned by Children's Mercy Hospitals and Clinics, a not-for-profit free-standing pediatric health system based in Kansas City.

CMFHP operates an integrated care system that contracts with the states of Kansas and Missouri to provide health insurance benefits to children and adults who are eligible for Medicaid or the Children's Health Insurance Plan ("CHIP").

Children's Mercy Family Health Partners serves low-income families and other vulnerable populations in 13 counties in west-central Missouri and 74 counties in eastern Kansas, spanning both rural and urban areas.

We work to improve the quality, access and efficiency of health care in the communities we serve. We also educate children in low-income families about preventive care, exercise and healthy lifestyle habits. In addition, we provide resources and support to the medical providers and advocates serving these populations.

### **Problem/Opportunity:**

CMFHP has a 'high-touch' philosophy. We pride ourselves in helping members with wrap-around services and solutions tailored to their needs. Our Case Managers and Health Coaches reach out to help members with their health concerns. The work of these and other CMFHP employees is a wonderful story for us to tell.

In addition to the care we provide our enrolled members, our Community Relations department conducts dozens of outreach events every year. CMFHP also sponsors events and initiatives to build a healthier community.

Each year, we use our community report to focus on the understanding and care that goes into serving our Missouri members and our community.

### **Project Goals and Objectives:**

As an organization whose livelihood is based solely on contracts with the State of Missouri and State of Kansas, we use the Community Report to illustrate to our constituents how we help individuals and communities in our area.

Our goal was to create an engaging report that embraced the spirit of service (as opposed to just listing dates and places). As mentioned above, the only business that Children's Mercy Family Health Partners has is through state contracts. Thus, the Annual Community Report is our way of showing exactly what we do and how important we are to the communities we serve.

**Audience:**

The CMFHP 2010 Community Report was created for our community partners; providers and provider offices; and legislative contacts at the local and state levels and the governmental agencies that provide our contracts. In Missouri, we contract with MO HealthNet Managed Care (MHD).

**Reason for choosing this format:**

The landscape letter-size format was much more cost-effective than a custom paper size while still allowing ample space for large pictures and special 'case study' stories featuring how we care for our members.

The report also exists on [www.fhp.org](http://www.fhp.org) as a PDF.

**Frequency:**

Once per year (usually in February).

**Total Quantity and Cost Per Piece:**

Total quantity: 1200. Printing cost: \$1.48 per piece.

**Implementation:**

The 2010 Community Report was printed locally and is either delivered by hand or mailed to providers and advocates.

**Portions of the entry created internally/externally:**

Design and copywriting were done 100% in-house. Much of the photography was shot by CMFHP employees and/or a photographer contracted by CMFHP. Stock photos were used for the cover and case studies.

**Results and evaluation:**

CMFHP receives many compliments on the annual report. More importantly, we have received overall compliments for the outreach and community service detailed in the report.