

By: Naishtat

H.B. No. 2302

A BILL TO BE ENTITLED

AN ACT

relating to outreach and marketing of the child health plan program.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. Subchapter B, Chapter 62, Health and Safety Code, is amended by adding Sections 62.056 and 62.057 to read as follows:

Sec. 62.056. COMMUNITY OUTREACH AND EDUCATION CAMPAIGN; TOLL-FREE HOTLINE. (a) The commission shall conduct a community outreach and education campaign to provide information relating to the availability of health benefits for children under this chapter. The commission shall conduct the campaign in a manner that promotes enrollment in, and minimizes duplication of effort among, all state-administered child health programs.

(b) The community outreach and education campaign must include:

(1) outreach efforts that involve school-based health clinics;

(2) a toll-free telephone number through which families may obtain information about health benefits coverage for children; and

(3) a statewide marketing program promoting child health programs.

(c) The commission shall contract with community-based

1 organizations or coalitions of community-based organizations to  
2 implement the community outreach and education campaign and shall  
3 also promote and encourage voluntary efforts to implement the  
4 campaign. The commission shall procure the contracts through a  
5 process designed by the commission to encourage broad participation  
6 of organizations, including organizations that target population  
7 groups with high levels of uninsured children.

8 (d) The commission may implement contracts with  
9 community-based organizations or coalitions of community-based  
10 organizations under Subsection (c) through the commission's  
11 integrated eligibility vendor.

12 (e) The commission or its integrated eligibility vendor  
13 must ensure that each community-based organization has an adequate  
14 supply of child health plan program applications and return  
15 envelopes at all times.

16 (f) In implementing the statewide marketing program  
17 required by Subsection (b)(3), the commission may:

18 (1) contract directly with a vendor; or  
19 (2) require the commission's integrated eligibility  
20 vendor to:

21 (A) conduct the marketing; or  
22 (B) subcontract with another qualified vendor  
23 approved by the commission to conduct the marketing.

24 (g) The commission shall develop as part of the community  
25 outreach and education campaign an annual outreach plan for the  
26 child health plan program on which the public is provided an  
27 opportunity to comment at a hearing.

1       (h) The commission is the agency responsible for oversight  
2 of the community outreach and education campaign. The commission  
3 may not delegate this duty to another agency or entity.

4       (i) The community outreach and education campaign must be at  
5 least as extensive as the community outreach and education campaign  
6 in effect during the fiscal year beginning September 1, 2002.

7       Sec. 62.057. REPORT ON STATEWIDE MARKETING PROGRAM  
8 REQUIRED. The executive commissioner shall adopt rules requiring  
9 the commission's managed care external quality review organization  
10 to submit a report to the commission not later than June 1 of each  
11 even-numbered year that evaluates the effectiveness of and  
12 recommends improvements to the statewide marketing program  
13 required by Section 62.056(b)(3).

14       SECTION 2. (a) Not later than March 1, 2006, the Health and  
15 Human Services Commission shall implement the community outreach  
16 and education campaign required by Section 62.056, Health and  
17 Safety Code, as added by this Act.

18       (b) Not later than March 1, 2006, the executive commissioner  
19 of the Health and Human Services Commission shall adopt rules as  
20 required by Section 62.057, Health and Safety Code, as added by this  
21 Act.

22       SECTION 3. This Act takes effect September 1, 2005.