



2000 – 2012

Summary of Enhancements

Background

In 1999, and as part of Governor Gray Davis' e-government initiatives, the California HealthCare Foundation (CHCF) and The California Endowment (TCE) funded the development of the Health-e-App (HeApp). The HeApp was developed by the CHCF and TCE in conjunction with the Managed Risk Medical Insurance Board and the Department of Health Services. HeApp was one of the first fully automated web-based applications in the United States for enrolling low-income children and pregnant women in public health insurance programs. Following is a summary of significant HeApp milestones and enhancements in chronological order (starting with the most recent).

February 2013 - Spanish launch of Other Functionalities including: Healthy Families Program (HFP) Annual Eligibility Review Form, HFP Add-A-Person Form, HFP Continued Enrollment Form, and HFP Program Review Form.

February 2013 - Mathematica releases the second study of HeApp, "Applicant's Characteristics and Experience".

December 2012 - HeApp Public Access (PA) exceeds 100,000 applications submitted by public users.

July 2012 - Other Functionalities for the HeApp are launched in English. Applicants can also obtain a PIN which allows them to access their HFP pre-populated forms through their HeApp Dashboard account. The enhancements included:

- HFP Annual Eligibility Review Form
- HFP Add-A-Person Form
- HFP Continued Enrollment Form
- HFP Program Review Form.

March 2012 - Mathematica releases the first briefing paper on the Health-e-App, "Overview of the First Year."

August 2011 - HeApp PA has the highest monthly submission of online applications with 10,468 applications submitted by Certified Application Assistants (CAAs) and public users.

July 2011 - Behr Communications begins an outreach campaign to promote the launch of the HeApp PA.

April 2011 - An online survey is developed and installed on HeApp PA as part of the Independent Evaluation conducted by Mathematica.

January 2011 - The Spanish version of HeApp PA application is launched.

December 2010 - The English version of HeApp PA application is launched.

October 2010 - The Healthy Families Program (HFP) launches an outreach plan to promote the use of HeApp PA to CAAs.

October 2008 - The Center to Promote HealthCare Access, Inc. (now Social Interest Solutions) releases the Requirements Assessment Study for HeApp Public Access.

June 2008 - HeApp is updated to reflect the new HFP revised application. The new features include new questions regarding multiple births for pregnant women, removal of the Opt Out question, authorization for CAAs to access application information, and new questions about family members in the home with disabilities.

December 2006 - HeApp is updated to provide the option to print and mail-in a Healthy Kids application for children that are screened to have income above the HFP income levels.

April 2005 - HFP to feature and promote HeApp in all CAA Newsletters editions.

July 2006 - The State increases the application assistance fee for successful applications submitted via HeApp from \$50 to \$60.

September 2004 - HFP adds a bar coded fax cover sheet that links all supporting documents to the application.

November 2002 - Enrollment Entities (EEs) can use HeApp to check online the status of their application assistance monthly payments.

February 2002 - California begins a statewide roll-out of HeApp to CAAs and County Eligibility Workers (EWs). HeApp allows online applications for the following groups of uninsured:

- I am 18 years and younger and applying for Healthy Families for myself
- I am applying for children for Healthy Families
- I am applying for someone who is a pregnant adult
- I am pregnant and am applying for myself

December 2001 - The CHCF licensed the Health-e-App system to MRMIB and DHS at no cost.

June 2001 - The Lewin Group releases a business case analysis of the HeApp. The pilot evaluation showed that, even in the first month of operations in six sites in San Diego County, Health-e-App:

- Increased speed. The time between application submission and eligibility determination decreased by 21 percent.
- Improved data quality. Application errors were reduced by nearly 40 percent.
- Increased consumer satisfaction. Ninety percent of applicants reported they would rather apply online using HeApp and 95 percent of CAAs preferred using Health-e-App to the paper application. ^[1]

January 2001 - HeApp is piloted in San Diego County at six sites to complete online applications for the Healthy Families Program. Access is limited to Certificate Application Assistants (CAAs) and County EWs.

Features:

- The online application is available in English and Spanish and takes about 20 to 30 minutes to complete.
- Health-e-App has a "read aloud" version for users with limited vision.
- Applicants use an electronic signature pad to authorize their application.
- A preliminary eligibility determination is determined in real time.
- Health-e-App is linked to an updated database of participating providers, so enrollees can select a health plan, dental plan, vision plan and primary care providers more efficiently.
- Health-e-App also has an accounting module for CAAs that allows them to track how many applications they have submitted, whether they have been determined eligible, and whether the CAA has been paid the \$50 fee for completed applications that result in eligible enrollees.