



Health Insurance Program Director

Overview

For the past 25 years, the Virginia Health Care Foundation (VHCF) has led the Commonwealth's private sector outreach and enrollment initiatives to maximize coverage of the Medicaid/FAMIS programs. During this time, VHCF-funded Outreach Workers have helped 150,000 Virginians obtain Medicaid/FAMIS insurance. In addition, the Foundation has trained more than 18,300 "helpers" from community-based organizations about this coverage and how to help families apply for it. VHCF has also worked hand-in-hand with the Department of Medical Assistance Services (DMAS) and Department of Social Services (DSS) to maximize enrollment and help craft policies and systems for effective program operations.

More than 2.1 million Virginians are enrolled in Medicaid/FAMIS. But more than 176,000 nonelderly adults and 39,000 children are estimated to be uninsured, despite being income-eligible. VHCF's Health Insurance Program Director leads a multi-pronged approach to identify and enroll these remaining uninsured individuals and to renew those currently covered, as needed.

VHCF is a public/private partnership devoted to increasing access to primary health care for uninsured and medically underserved Virginians. The Foundation is an established and nimble organization that continuously looks for opportunities to add value in the very dynamic health care environment. It regularly evaluates its programs, priorities, and approach to ensure its work is relevant and strategically focused. Maximizing the number of Virginians with Medicaid coverage is one of the most important facets of VHCF's work.

Health Insurance Program Director Job Description

The Health Insurance Program Director is responsible for leading 11 grantees and the 21 outreach workers they employ in targeted localities throughout the state; supervising VHCF's Application Assistance Specialist; spearheading the Foundation's Medicaid/FAMIS training efforts; working with key state agencies to improve related systems and policies; engaging in other health insurance-related initiatives as appropriate; helping identify and create new opportunities and program models related to outreach and enrollment; and, assisting with special projects.

The successful candidate is a smart, high-energy, self-motivated person who has both policy and program/project management experience. The person in this position will have the ability to work as a team member in a collegial workplace where well-thought-out opinions and give and take are expected and encouraged. The person selected will have the ability to work creatively with grantees, state and local agency representatives, and other key partners at the local, state, and federal levels.

Requirements:

- A minimum of a Bachelor's in human services or policy-related discipline and at least 5-7 years of experience working in the human services and/or health policy arenas.
- Proven success in program and/or project management.
- Ability to plan ahead, manage deadlines, and maintain/establish systems so the program continues to operate smoothly and effectively.
- Strong analytic and communication skills, ability to write clearly and succinctly and make well-organized verbal presentations to a variety of audiences.
- Experience with client tracking software.
- Expertise using Microsoft Office products (*Word, Excel, Outlook, PowerPoint*).

The ideal candidate will have a:

- High degree of self-confidence, diplomacy, good judgment, political savvy, collegial personality, and high professional standards.
- Sense of humor and a constructive outlook.

Responsibilities

The Health Insurance Program Director will be responsible for:

Ensuring and Reporting on Grantee Success

Responsibilities include:

- Providing support and technical assistance to grantees, through regular site visits, phone calls and emails (*including moderating a listserv*).
- Designing and conducting regular grantee meetings and as-needed orientations.
- Reviewing grantee progress reports, including budget and enrollment data, and conducting necessary follow-up.
- Preparing and submitting grant-related reports to VHCF funders, and meeting regularly with state and federal Project Officer/Contract Monitor staff to share informal updates.
- Developing and/or facilitating the development of promotional materials.
- Reviewing grant proposals and requests for continuation funding submitted to the Foundation and conducting necessary follow-up.
- Preparing and presenting funding recommendations to the Foundation's Board of Trustees.

In addition to ensuring grantee success, the person in this position supervises VHCF's Application Assistance Specialist, who conducts Medicaid/FAMIS outreach and enrollment activities in Greater Richmond.

Training and Technical Assistance

Responsibilities include:

- Managing VHCF's *SignUpNow (SUN)* training program in conjunction with VHCF's Director of Technology & Administration. This includes coordinating and conducting *SUN* workshops and webinars, updating the *SUN* Tool Kits and trainings, and ensuring that training objectives, curriculum and presentation materials are current and meet the needs of trainees and funders.
- Providing individual and group training and technical assistance for VHCF grantees, community organizations and other local outreach projects on implementing effective outreach and enrollment activities in their communities, and resolving unique or difficult cases.

- Developing and formatting a quarterly e-Newsletter, *SUN Outreach*, to ensure former *SUN* trainees and other interested parties are kept informed of program and policy changes.
- Training new grantees' outreach staff and their supervisors on VHCF's Enrollment Tracking Database.

Policy and Systems Change

Responsibilities include:

- Identifying and documenting barriers and problems with Medicaid/FAMIS eligibility and enrollment systems and policies, and working with key state agencies to resolve them.
- Analyzing Medicaid/FAMIS-related issues, policies, program changes, state and federal legislation, and budget proposals to assess impact on Medicaid/FAMIS applicants/enrollees, community-based organizations, and VHCF.
- Staying abreast of best practices regarding outreach, enrollment and retention for state and federal health insurance programs across the nation.

VHCF-related Activities

Responsibilities include:

- Overseeing negotiation, development and implementation of health insurance program contracts and budgets in collaboration with Director of Administration & Technology, and Director of Finance
- Working with Fund Development Manager to prepare proposals, social media content, and reports, and identify funding needs and/or opportunities.
- Participating in VHCF staff meetings and activities.
- Participating in and providing support for VHCF special initiatives and events.
- Completing other duties as requested.

The Health Insurance Program Director reports to the Executive Director and works closely with the Director of Technology & Administration on *SUN* trainings and technical assistance.

Salary and Benefits:

VHCF offers a competitive salary commensurate with an applicant's qualifications and experience and a comprehensive benefits package. The salary range for this position is \$75,000 - \$109,000.

VHCF recognizes and values the role of diversity and inclusion in the success of fulfilling its mission. We work to recruit, develop, and retain talented individuals from a diverse candidate pool. VHCF is committed to equal employment opportunity for employees and job applicants in compliance with both the letter and spirit of applicable law. Its work environment values employees for all they bring to the position.

How to Apply:

Please submit a cover letter and resume via email to info@vhcf.org with the subject line "Health Insurance Program Director". Applications will be reviewed on a rolling basis and will be accepted until the position is filled.