OHP Standard Monthly Report
January 5, 2012

- The 2011/2013 biennial goal is to have an average monthly enrollment of 60,000 individuals enrolled in OHP Standard. This goal has been carried over from the 2009/2011 biennium.

- The average monthly enrollment goal of 60,000 was reached during the month of November, 2010. While DHS/OHA will strive to maintain the average monthly enrollment goal of 60,000, slow uptake during the early months of the campaign and resultant delayed funds utilization provided the opportunity to extend the average monthly enrollment beyond the 60,000 target.

- As of November 15, 2011, total enrollment in OHP Standard was 66,200 with a total enrollment in all OHP/Medicaid programs of 648,274.

- To manage enrollment, DHS/OHA did not conduct drawings in January, February and March, 2011 and January, 2012.

- The program implemented a 12 month certification period on March 1, 2011. Eligible applicants and current enrollees who qualify on or after March 1, 2011, will be granted 12 months of benefits. Previously, the certification period was six months. This increase in coverage will also contribute to maintaining the average monthly enrollment goal of 60,000.

- As of December 30, 2011, 324,723 individuals have signed up for the OHP Standard reservation list since October, 2009. Approximately 20,000 are "opt-ins"[1] from the 2008 list. Factoring in the drawings that have occurred, there are 80,551 active individuals on the reservation list.

- The January 4, 2012 drawing was suspended to manage enrollment. It is highly probable the February 1, 2012 drawing will be suspended as well.

- Twenty-three random drawings have been conducted with applications mailed for all 23.

- The last drawing was held on December 7, 2011 for 6,400 names. There were 6,352 reservations that included the selected names and 48 reservations where more than one person shared a reservation. The total number of individuals selected was 7,614.

- As of December 31, 2011, a total of 193,968 application packets have been mailed since October, 2009.

- The last application deadline to pass was December 12th for the October 5, 2011 drawing. The next application deadline will be January 9th for the November 2, 2011 drawing.

- Applications were mailed approximately 30 to 60 days after each drawings, depending on drawing size, for the October, 2009 through December, 2010 drawings.

[1] This is the group of people who were on the 2008 reservation list and who affirmed they wanted to be on the new list.

- The individuals whose names are drawn have up to 90 days to return their completed application. This includes 45 days from the mailing date for the potential applicant to submit an application or establish a date of request, and an additional 45 days to submit the application once a date of request is established.

- The new mailing process that shortens the mailing time frame for applications to 18 days was implemented for the April 6, 2011 drawing.

- Breakdown by the numbers:

OHP Standard applications submitted for drawings 10/14/09 through 10/5/11		**Percent**
Approved	54,652	57%
Denied	40,147	41.6%
Pending	454	.4%
Not yet processed	1,189	1%
Total Received as of 12/12/11	**96,442**	

Date of Drawing	**# of Names Drawn**	**# of Individuals Pulled***	**# of Applications Mailed****	**Date of Mailing**	**# of Applications Submitted**	**Application Deadline**	**Percent Submitted**
10/14/09	2,000	2,050	1,756	11/17/09	1,270	12/31/09	72%
1/15/10	2,000	2,038	1,576	2/16/10	1,252	4/2/10	79%
2/1/10	2,000	2,028	1,554	3/1/10	1,102	4/15/10	71%
3/1/10	6,000	6,082	4,754	3/29/10	3,819	5/13/10	80%
4/5/10	8,000	10,041	7,922	5/3/10	5,301	6/17/10	67%
5/3/10	10,000	12,301	9,877	6/9/10	5,741	7/26/10	58%
5/21/10	20,000	23,711	19,469	7/15/10	11,186	8/30/10	57%
6/22/10	20,000	22,971	19,453	8/12/10	10,581	9/27/10	54%
7/21/10	20,000	22,280	19,404	9/10/10	9,110	10/25/10	47%
8/18/10	20,000	21,638	19,259	10/12/10	8,676	11/29/10	45%
9/20/10	20,000	21,092	18,946	11/9/10	9,335	12/27/10	49%
10/20/10	20,000	21,454	19,291	12/9/10	9,802	1/24/11	50%
11/17/10	10,000	13,272	11,831	12/30/10	6,391	2/14/11	54%
12/15/10	10,000	12,172	10,586	1/14/11	6,170	2/28/11	58%
4/6/11	2,500	3,078	2,496	04/29/11	1,144	6/13/11	46%
5/4/11	2,500	3,084	2,492	5/27/11	1,128	7/11/11	45%
6/1/11	2,500	3,048	2,495	6/24/11	1,112	8/8/11	45%
7/6/11	2,500	3,059	2,490	7/29/11	1,094	9/12/11	44%
8/3/11	2,500	3,001	2,487	8/26/11	1,029	10/10/11	41%
9/7/11	2,500	3,028	2,497	9/30/11	993	11/14/11	40%
10/5/11	3,500	4,193	3,477	10/28/11	206	12/12/11	6%
11/2/11	3,500	4,181	3,481	11/23/11		1/9/12	
12/7/11	6,400	6,352	6,375			2/13/12	
Total	**192,400**	**226,137**	**193,968**		**96,442**		**50% AVG**

*This number can change as individuals in the same filing group are added or subtracted to reservations.
** This number will stay constant to reflect the initial mailing size even though it can change as application packets are reissued either after receiving them in return mail or upon request.

- Note – 25,501 individuals that have been deactivated for various reasons. Including:
  - Duplicate reservations numbers

- Reservations containing individuals from invalid filing groups
- Individuals under 19.

If a reservation is deactivated for an invalid filing group, new reservations are created for all individuals on the reservation. Additionally, when parents add children under age 19, a new reservation is created for the adult(s) only. These 25,501 individuals account for the difference in the total of individuals on the reservation list, total individuals pulled, and total active individuals.

- All client correspondence related to OHP Standard have been updated to reflect new messaging and branding for the program. Revised client correspondence were implemented in August, 2011. The client correspondence retain the simplified, more client friendly language that was implemented in January, 2011 as well.

- The following are outreach and marketing activities intended to inform Oregonians about the OHP Standard program and how to access the reservation list.

Marketing Activity	**Date**
Press releases – English unless otherwise noted	12/09;1/10;2/10;3/10; 4-10; 5/10 (Spanish); 5/10
Flyers and brochures to 2,500 community partners – English and Spanish; Follow-up letter	2/10; 4/10
Letters to providers and schools	2/10
Postcards to DHS clients and targeted public – 350,000 X 2 mailings	3/10; 6/10
Billboard – English located I-5 Salem	3/10 through 11/10
Billboard – Spanish located I-5 Salem	3/10 through 9/10
Radio ads – 2,200 English ads in Portland area	4/10 through 9/10
Radio ads – 8,768 English ads in Eugene, Bend, Medford, and Klamath Falls areas	6/10 through 9/10
Movie theatre ads – 51 Theatres statewide (447 screens) Regal, Cinemark, Coming Attractions and independents	5/10 through 9/10
Web Site updates – new FAQs and Fact Sheet	5/10; 9/10
New in-reach materials including flyers, counter easels, and posters sent to partners and field offices; available to order	10/11