

Sandy Wood, Section Manager
DMAP Research Education and Development

Authorized Signature

Number: DMAP-IM-10-047

Issue Date: 04/28/2010

Topic: Medical Benefits

Subject: Oregon Health Plan (OHP) Standard reservation list brochure

Applies to (check all that apply):

- | | |
|--|---|
| <input type="checkbox"/> All DHS employees | <input type="checkbox"/> County Mental Health Directors |
| <input type="checkbox"/> Area Agencies on Aging | <input type="checkbox"/> Health Services |
| <input type="checkbox"/> Children, Adults and Families | <input type="checkbox"/> Seniors and People with Disabilities |
| <input type="checkbox"/> County DD Program Managers | <input checked="" type="checkbox"/> Other (please specify): DHS staff and others identified on the SPD, CAF, AMH and DMAP transmittal lists |

Message:

The following Oregon Health Plan (OHP) Standard reservation list brochure (DHS 3206) is now on the DHS Forms server at www.oregon.gov/DHS/admin/forms/index.shtml in 10 languages. A supply of 50 brochures in English/Spanish will be sent to all DHS Field offices the week of May 3, 2010.

How to order more brochures: The online request form to order more OHP Standard materials is available at www.oregon.gov/DHS/open/community-partners.

Reminder: With your help, over 103,000 individuals have signed up for the OHP Standard reservation list since it opened in October 2009. Remember to tell people you see about the OHP Standard reservation list being open and the importance of getting on the list for a chance to apply for OHP Standard basic health coverage. Also, please make sure your office prominently displays the OHP Standard poster and the brochures you will soon receive.

Awareness and Marketing: In addition to the posters, flyers and brochures, large postcards have been mailed to all Oregon residents with an average household income under \$45,000 including DHS clients who do not have medical assistance. Letters and flyers were also mailed to community partners, providers and schools to help reach out to low income families and flyers. Additionally, a billboard ad has been placed in North Salem along I-5 and radio ads will start airing on Portland radio stations at the end of April. Future awareness and marketing throughout the state is currently being planned and scheduled.

If you have any questions about this information, contact:

Contact(s): DMAP Client and Provider Education (CAPE) Unit

E-mail: reservation.list.questions@state.or.us