OCHIA & CUNY Health Services Advisory Council Partner’s Meeting
April 21st, 2016

Presented by Romy Fabal, RN, Staff Nurse
Student Health Services
City College of New York, CUNY
Objectives

- What is the current recruitment plan?
- What are the challenges that we face?
- New initiatives?
Current Recruitment Plan

- Student Health Services at the City College of New York is responsible for providing minimal healthcare, education and referral to health resources to the student population.

- A full time Medical Provider position has been created and approved in order to address the health care needs of uninsured students.
Current Recruitment Plan (cont.)

- **Campus Advertisement**
  - Student Health Services Website
  - SHS Facebook Page
  - Flyers
  - Student email blast beginning each semester
  - SHS tabling participation with other departments (ex: Orientation, Annual Lavender Fest Health Fair, Academic departments)
Current Recruitment Plan (cont.)

- Use of Community Based Organizations for medical treatment, emergency health services, specialty referrals, continuity of care and health insurance resources
- Hospitals within City College vicinity:
  - Harlem Hospital
  - New York Presbyterian
  - St. Luke’s Roosevelt
Current Recruitment Plan (cont.)

- **Outpatient Health Centers**
  - Harlem Hospital Men’s Clinic
  - Harlem Hospital Family Planning Program Clinic
  - Ryan Health Center
  - Institute for Family Health in Harlem
  - NYP Young Men’s Clinic
  - Mount Sinai Adolescent Health Center
  - NYC DOH Clinics
  - Planned Parenthood of NY (Lower Manhattan, Bronx & Brooklyn)
  - Urgent Care Centers (City MD, Cure Urgent Care)
Current Recruitment Plan (cont.)

- Health Care Insurance Vendors are scheduled primarily during Spring and Fall semesters on campus in order to assist students with health insurance enrollment.
Health Insurance Recruiters for 2014-2015

- Emblem Health
- Health Plus (formerly Amerigroup)
- Well Care
- NADAP (Insurance Navigator)
- Harlem Hospital (during HIV testing)
Health Insurance Recruitment for 2014-2015

- Emblem Health
- Wellcare
- Health Plus (Amerigroup)
- NADAP
- HH HIV Testing

- Spring 2014
- Summer 2014
- Fall 2014
- Spring 2015
- Fall 2015
Health Insurance Recruitment for 2014-2015

- HH HIV Testing
- NADAP
- Wellcare
- Health Plus/Amerigroup
- Emblem Health
Current Challenges

- Health Insurance Recruiters may result in low numbers due to:
  - Absence/No-shows for scheduled tabling
  - Change of Management/Staff
  - Poor Communication
  - Dull outreach techniques
  - Students’ lack of knowledge vs. interest?
  - Poor Advertisement?
  - “Uninteresting” giveaways?
Current Challenges

- Single Registered Nurse for student population of 15,964.
- High turnover rate of part-time medical providers (Nurse Practitioners). 5 Nurse Practitioners have been hired since 2011 with a time span of 1.5 semesters.
- New full-time position has been delayed due to current hiring freeze.
- High # of International Students that are ineligible for healthcare insurance benefits.
- Students’ lack of interest vs. knowledge?

New Initiatives for Upcoming Semesters

- Health Insurance Recruiters
  - Well Care, NADAP, Harlem Hospital
  - Set up new relationships with different groups:
    - Affinity, Metroplus, United Health Care
New Initiatives for Upcoming Semesters (cont.)

- Increase the hours of availability of the current recruiters on campus to reach out to different student groups (ex: evening students/working adults, summer hours)
- Continue with CBO referrals for medical services and healthcare insurance recruitment
- Continued advertisement and outreach information to student and academic clubs
- Continue efforts to justify the need of a medical provider on campus for healthcare delivery for those students that are ineligible for health insurance.