

2017

Community Outreach Toolkit:

Transitioning to Georgia Gateway



About Georgia Gateway

Georgia Gateway is the state's new integrated eligibility system that spans across five programs currently administered by the Georgia Department of Community Health (DCH), the Department of Early Care and Learning (DECAL), the Department of Human Services (DHS), and the Department of Public Health (DPH). Georgia Gateway replaces several systems including SUCCESS, COMPASS, VIDA, and MAXSTAR as the new system for managing the following five health and human service programs:

- [Medical Assistance \(includes Medicaid, PeachCare for Kids® \(PCK\), Planning for Healthy Babies \(P4HB\), Aged, Blind and Disabled Medicaid, etc.\)](#)
- [Food Stamps \(SNAP\)](#)
- [Temporary Assistance for Needy Families \(TANF\)](#)
- [Special Supplemental Nutrition Program for Women, Infants, and Children \(WIC\)](#)
- [Childcare and Parent Services \(CAPS\)](#)

The implementation of Georgia Gateway enables improved customer service through streamlined application processes for some programs, renewal processes, increased access, and more transparency through the Georgia Gateway Customer Portal.

The Georgia Gateway Customer Portal replaces COMPASS as the enhanced self-service online portal where Georgians can manage their public assistance benefits.

Program policy, such as eligibility requirements for each program, is not changing as a result of the implementation of Georgia Gateway.

WHAT DO I NEED TO DO?

The Community Outreach Toolkit has been developed to empower DCH, DECAL, DHS, and DPH Community and Medical Assistance Partners with information and resources that will assist them as they communicate with customers about the implementation and benefits of Georgia Gateway.

We invite you to utilize this toolkit as you educate customers, colleagues, and other stakeholders about Georgia's new integrated eligibility system and Customer Portal.

The support provided through community partner organizations to educate and assist Georgians in need is crucial to helping customers successfully access and manage their public assistance benefits. The toolkit will serve as a resource for partners as the State and our customers transition to the new system, Georgia Gateway.

2017 Community Outreach Toolkit:

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Talking Points

Key Benefits
and Milestones

Talking Points

The following key messages and talking points were developed to help Community and Medical Assistance Partners communicate about the implementation and benefits of Georgia's new integrated eligibility system, Georgia Gateway. These messages can be tailored for use with a variety of audiences including customers, staff, and other stakeholders.

WHAT IS GEORGIA GATEWAY?

Georgia Gateway is Georgia's new system for managing benefits for five health and human services programs.

- Medical Assistance (includes Medicaid, PeachCare for Kids® (PCK), Planning for Healthy Babies (P4HB), Aged, Blind and Disabled Medicaid, etc.)
- Supplemental Nutrition Assistance Program (SNAP)
- Temporary Assistance for Needy Families (TANF)
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Childcare and Parent Services (CAPS)

The Georgia Gateway Customer Portal replaces COMPASS as the new self-service web portal where customers can manage benefits for several public assistance programs.



Designed by DCH, DECAL, DHS, and DPH, this self-service platform allows customers to check the status of an application, apply for benefits, review notices and correspondence, and submit renewal information.

Georgia Gateway will be implemented in three phases across the state and will not affect all customers at the same time.



WHAT GEORGIA GATEWAY MEANS TO CUSTOMERS?

The implementation of Georgia Gateway enhances how families can apply for, maintain, and renew their benefits. The Georgia Gateway Customer Portal allows Georgians to apply for benefits by simply completing the online application from a personal computer or a self-service computer at their local county office.

Customers can access the Customer Portal to apply for and or manage their benefits by:

- 01 Applying online at www.gateway.ga.gov from home or a public facility
- 02 Visiting a local county office
- 03 Working with a registered Community or Medical Assistance Partner who can provide assistance.

Customers with a Customer Portal account can choose to "Go Green" and receive their notices online rather than in their home mailbox.

WHAT DO CUSTOMERS NEED TO DO?

Customer information will be automatically moved to Georgia Gateway. If a customer is applying for a program or benefits for the first time, they are encouraged to use the Georgia Gateway Customer Portal.

To access the Georgia Gateway Customer Portal to view and manage benefits, customers can enter their COMPASS user ID and password. If customers do not have a COMPASS account, they may create one by following the instructions on the Georgia Gateway Customer Portal homepage. Benefit information for current customers will be automatically moved to Georgia Gateway.

However, existing PeachCare for Kids (PCK)® or Planning for Healthy Babies (P4HB) Family Account Numbers will change as part of the transition. Beginning February 6, 2017, current PCK and P4HB customers can obtain their new Family Account Number, known as a Case Number in Georgia Gateway, by accessing the Georgia Gateway Customer Portal or by calling 1-877-4746 and speaking to a customer service representative.

Customers can:

- 01 Use their COMPASS user ID and password to access the Georgia Gateway Customer Portal. Customers should save their login information for future access.
- 02 Use the Customer Information Cards to save their account and case information. Please encourage customers to keep this information safe, secure, and to not share their information with others.

Customers can submit verification documents directly to their Customer Portal account online or via a self-service kiosk located in their local DFCS office, by mail, or in person. Incomplete applications will be deleted from the system after 60 days. Renewal and change requests are deleted after 24 hours if not completed.

WHAT GEORGIA GATEWAY MEANS TO PARTNERS?

GEORGIA GATEWAY

The new system includes features that make applying for and maintaining benefits easier for customers, workers and partners. Registered Georgia Gateway Community and Medical Assistance Partners can perform a variety of functions,

including checking the status of an application and current benefits, submitting a change request or a renewal application, uploading verification documents, and viewing and printing notices on behalf of customers.

WHAT DO PARTNERS NEED TO KNOW OR DO?

When assisting customers in applying for, managing, and renewing their benefits, partners should:

- 01 Ensure customers complete the signature pages and hit the "Submit" button when applicable.
- 02 Make sure customers know to include their client ID and name on every page of their verification documents when submitting them by mail to ensure accurate and efficient processing.
- 03 Remind customers to link their case to their Customer Portal account in order to manage their benefits online.
- 04 Remind customers to log in and check their Georgia Gateway Customer Portal account periodically to see if they have received any notices that require a response. Note: If customers select to "Go Green" they can receive an email notification informing them of when a notice has been sent.
- 05 Encourage customers to use the Customer Portal to submit verifications or any additional customer information to determine ongoing eligibility.

The implementation of Georgia Gateway itself will not make any changes to existing program rules, policies, and/or processing timeline standards, and existing registered partners will continue to be registered Community Partners. Be aware, there is the potential for customers to have a change in benefits due to the rules engine now in place.

This is not likely to be something that partners will encounter with customers immediately upon implementation, but there is a possibility that changes to benefits will occur at renewal due to the system processing and rules engine in place.

If customers have questions about a change in their benefits, please direct them to call 1-877-423-4746.

For More Information:

- 01** If customers have any questions about a particular program, contact information for the programs will be provided after they submit the application.
- 02** If customers have additional questions related to the status of their case or benefits changes, please direct them to call **1-877-423-4746**.
- 03** If customers have a hearing impairment, call GA Relay at **1-800-255-0135**.
- 04** To learn more about how to become a registered Georgia Gateway Community or Medical Assistance Partner, please visit **www.gateway.ga.gov**.



IMPLEMENTATION MILESTONES

This chart outlines the Georgia Gateway implementation schedule from Pilot go-live through statewide implementation.

When communicating with partners, stakeholders, and customers, this chart will help you discuss how Georgia Gateway will be implemented across the state.

01

PILOT: FEBRUARY 2017

Georgia Gateway Pilot includes Henry county, statewide rollout of the Customer Contact Center (CCC), and statewide rollout of DCH's PCK and P4HB programs.

02

WAVE 1: MAY 2017

Georgia Gateway is available to program customers in an additional 46 counties as outlined on page 10.

03

WAVE 2A: JULY 2017

Georgia Gateway is available to program customers in an additional 109 counties as outlined on page 10.

04

WAVE 2B: SEPTEMBER 2017

Georgia Gateway released to all other program customers in the remaining counties as outlined on page 10.



Georgia Gateway Roll-Out Map*

For three of the four agencies participating in Georgia Gateway, DECAL, DHS, and DPH, the system will be implemented in four phases across the State.

PILOT:

HENRY COUNTY

WAVE 1:

DISTRICT 1, REGIONS 1, 3, AND 13
DISTRICT 4, REGIONS 4, 8, AND 13

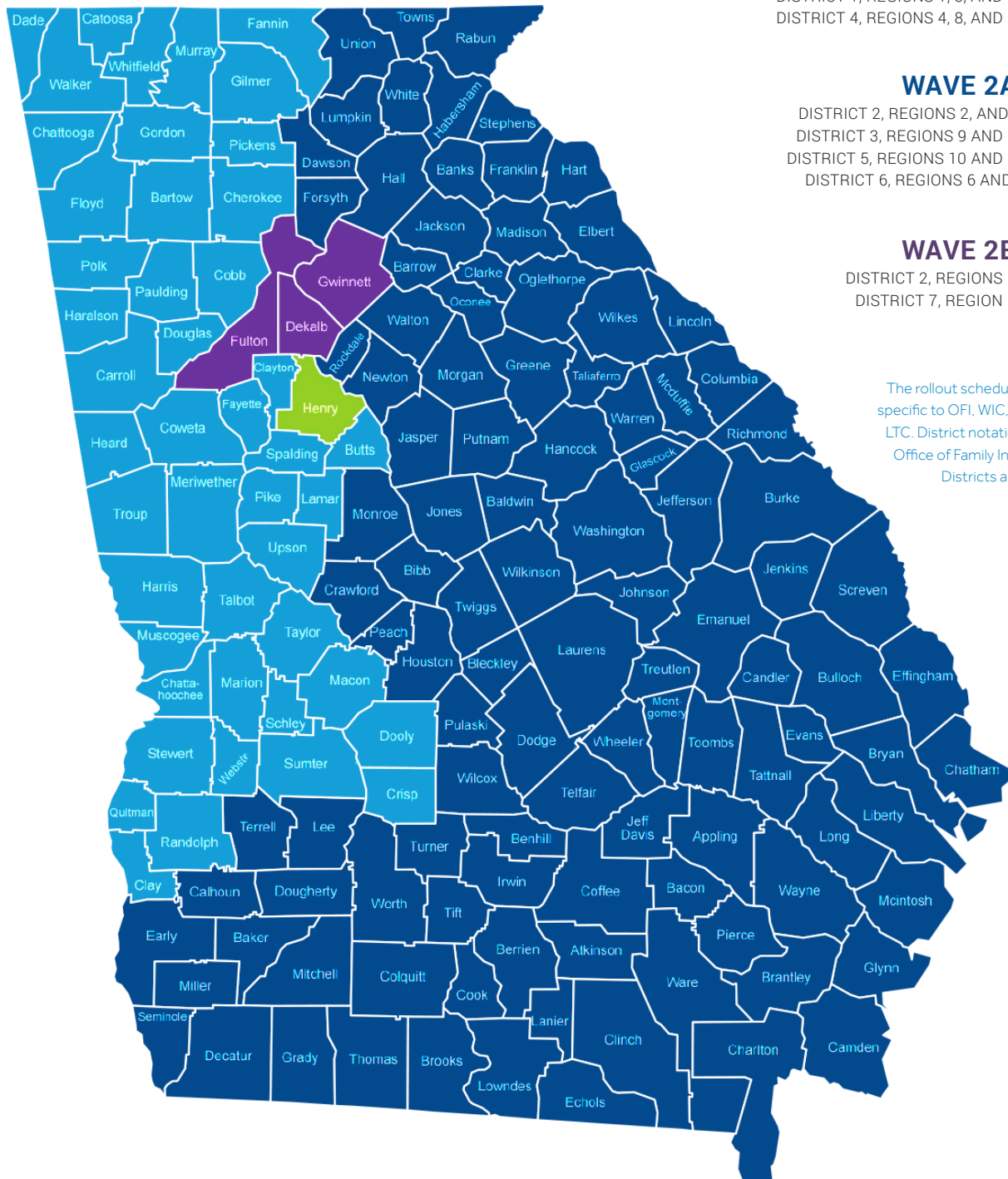
WAVE 2A:

DISTRICT 2, REGIONS 2, AND 5,
DISTRICT 3, REGIONS 9 AND 12
DISTRICT 5, REGIONS 10 AND 11
DISTRICT 6, REGIONS 6 AND 7

WAVE 2B:

DISTRICT 2, REGIONS 13
DISTRICT 7, REGION 14

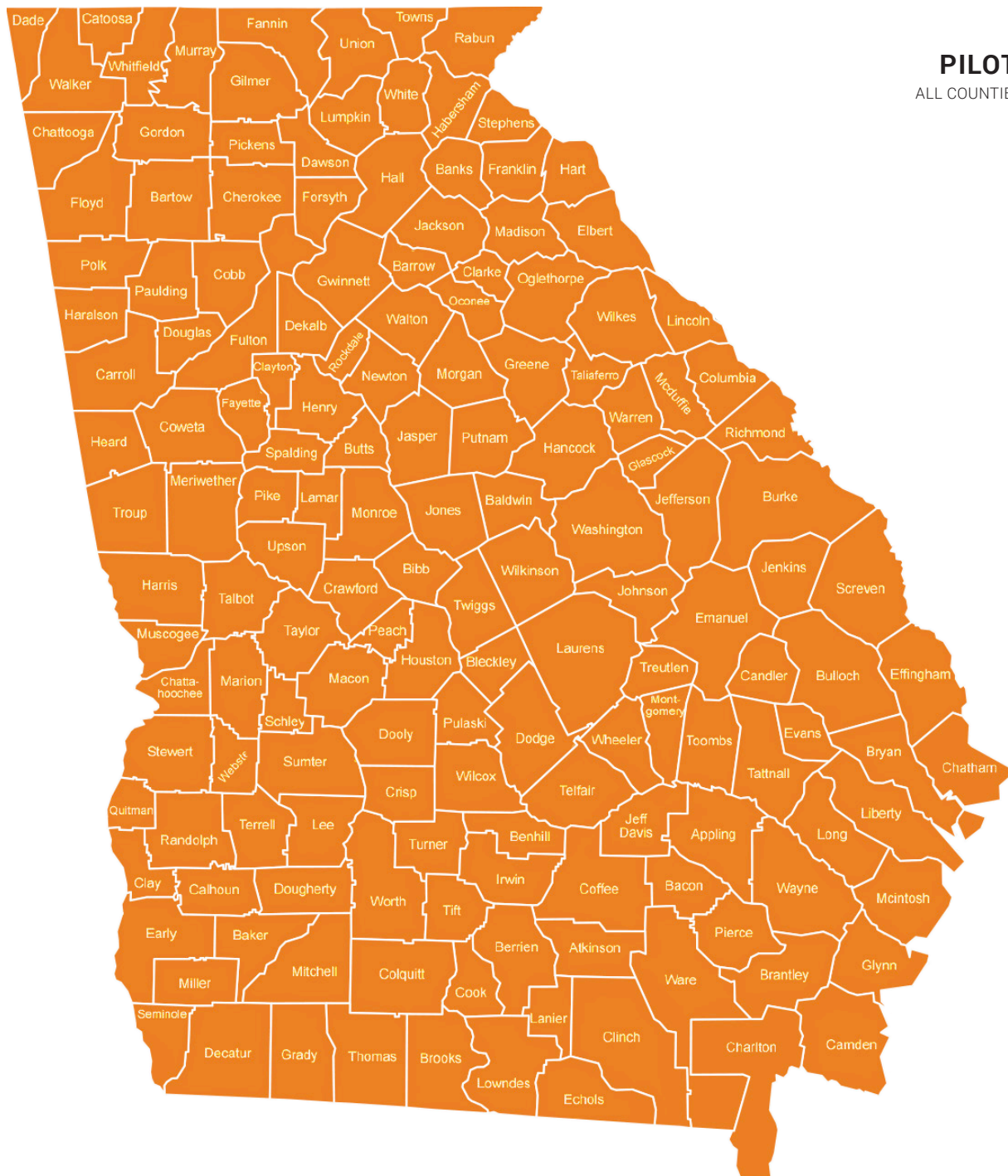
The rollout schedule depicted here is specific to OFI, WIC, Katie Beckett and LTC. District notations indicate DFCS Office of Family Independence (OFI) Districts as of January 2017.



Pilot	Wave 2A	Wave 2B
DISTRICT 4: Region 4: Henry	DISTRICT 2: Region 2: Banks, Dawson, Forsyth, Franklin, Habersham, Hall, Hart, Lumpkin, Rabun, Stephens, Towns, Union, White Region 5: Barrow, Clarke, Elbert, Greene, Jackson, Jasper, Madison, Morgan, Newton, Oconee, Oglethorpe, Rockdale, Walton DISTRICT 3: Region 9: Appling, Bleckley, Candler, Dodge, Emanuel, Evans, Jeff Davis, Johnson, Laurens, Montgomery, Pulaski, Tattnall, Telfair, Toombs, Treutlen, Wayne, Wheeler, Wilcox Region 12: Bryan, Bulloch, Camden, Chatham, Effingham, Glynn, Liberty, Long, McIntosh DISTRICT 5: Region 10: Baker, Calhoun, Colquitt, Decatur, Dougherty, Early, Grady, Lee, Miller, Mitchell, Seminole, Terrell, Thomas, Worth Region 11: Atkinson, Bacon, Ben Hill, Berrien, Brantley, Brooks, Charlton, Clinch, Coffee, Cook, Echols, Irwin, Lanier, Lowndes, Pierce, Tift, Turner, Ware DISTRICT 6: Region 6: Baldwin, Bibb, Crawford, Houston, Jones, Monroe, Peach, Putnam, Twiggs, Wilkinson Region 7: Burke, Columbia, Glascock, Hancock, Jefferson, Jenkins, Lincoln, McDuffie, Richmond, Screven, Taliaferro, Warren, Washington, Wilkes	DISTRICT 2: Region 13: Gwinnett DISTRICT 7: Region 14: DeKalb, Fulton
Wave 1 DISTRICT 1: Region 1: Catoosa, Chattooga, Cherokee, Dade, Fannin, Gilmer, Gordon, Murray, Pickens, Walker, Whitfield Region 3: Bartow, Douglas, Floyd, Haralson, Paulding, Polk Region 13: Cobb DISTRICT 4: Region 4: Butts, Carroll, Coweta, Fayette, Heard, Lamar, Meriwether, Pike, Spalding, Troup, Upson Region 8: Chattahoochee, Clay, Crisp, Dooly, Harris, Macon, Marion, Muscogee, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Webster Region 13: Clayton		

Georgia Gateway RSM Roll-Out Map

The Department of Community Health (DCH) Right from the Start Medical Assistance (RSM) Group will go-live statewide during the first phase of implementation, Pilot. RSM roll-out includes PeachCare for Kids® (PCK) and Planning for Healthy Babies (P4HB).



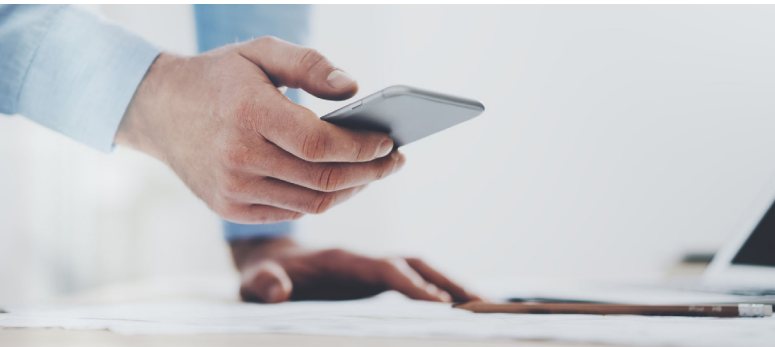


Social Media

Social Media Guide
Sample Social
Media Content

Social Media Guide

It is impossible to deny the prevalence of social media platforms, like Facebook and Twitter.



Because these social media channels are regularly used by consumers, it's not surprising that businesses and non-profit organizations have implemented a social media strategy in their communication plans.

Social media offers a number of benefits to businesses and organizations, including:

- 01 Increases engagement with target audience
- 02 Drives traffic back to the organization's website
- 03 Extends reach to audience
- 04 Exposes audience to customized content

In order to take advantage of this free tool and utilize it correctly, it's important for organizations to understand how to engage their audience, what each social media channel's platform is best used for, and the types of content that you will often find with each network.

ENGAGING ON SOCIAL MEDIA

Post when your audience is most active online to increase engagement. For Twitter and Facebook, the best time to post is typically between 1 p.m. and 4 p.m.

Include calls to action. Ask your audience to visit a website, come to an event, or share content with a friend—just be sure to direct them to take an action. Providing clear, direct calls to action helps motivate audiences to engage.

Use visuals. Infographics and photos are a great way to increase interaction.



Facebook

Facebook is best used for promoting events (such as enrollment deadlines, training sessions, or relevant community partner events).

It is important to include timing of when things are going to happen. You can also use Facebook to educate followers about the new Georgia Gateway integrated eligibility system and Customer Portal through longer posts, as well as encourage customers to ask questions.

PLATFORM VOICE

- Informative
- Personable and relatable

EXAMPLE CONTENT

- Georgia Gateway news and features
- Georgia Gateway website
- Key messaging and information
- Upcoming regional events
- Shareable videos



GEORGIA GATEWAY

Twitter

Twitter is best used for brief commentary on breaking news, interesting links, quick tidbits of information, and connecting with others in real-time.

Twitter provides a great platform for sharing Georgia Gateway news, pointing followers to helpful resources, and key messaging to encourage followers to learn more about Georgia Gateway. Because Twitter is such a quick-moving platform, it's important that posts are concise and include visual media, such as videos, photos, polls, and links to catch the audience's attention.

PLATFORM VOICE

- Informal
- Short and to the point

EXAMPLE CONTENT

- Georgia Gateway website
- Key messaging and information under **140 characters** (pictures do not apply to character count)
- Images and video



It's important to note that there are many other social media platforms (such as Instagram, Tumblr, Pinterest, and Snapchat), but **Facebook** and **Twitter** remain the largest and most popular platforms for distributing information. If you are planning to use other platforms to reach your customers or partners, be sure to confirm that your team has the resources to appropriately and consistently manage your account.

Sample Social Media Content

Below are sample posts that can be used to post on your organization's Facebook page and Twitter account.



PLATFORM: FACEBOOK

- *The Georgia Gateway Customer Portal is the new self-service web portal for you to apply for, renew and maintain your benefits online for several public assistance programs. Watch this video to learn more about the new site. <http://bit.ly/gadhscustomers>*
- *Managing benefits for five state health and human service programs just got easier for Georgia families. For more details, visit www.gateway.ga.gov.*
- *Are public assistance programs in Georgia changing with Georgia Gateway? No, but you can now use the Georgia Gateway Customer Portal to manage your enrollment, maintain and renew benefits. Learn more by visiting www.gateway.ga.gov.*
- *Are you ready for Georgia Gateway? Luckily, there isn't much you need to do now. Visit www.gateway.ga.gov to learn more about the new way you will manage your public assistance benefits.*
- *Mark your calendars Henry county! Georgia Gateway is scheduled to go live in February 2017, making it easier to enroll in and manage most state health and human services programs. For more information, visit www.gateway.ga.gov.*

- *Mark your calendars XYZ counties! Georgia Gateway is scheduled to go live in May 2017, making it easier to enroll in and manage most state health and human services programs. Are you ready? For more information, visit www.gateway.ga.gov.*

PLATFORM: TWITTER

- *We're launching a new system for managing five state programs for health & human services - Georgia Gateway. Learn more: www.gateway.ga.gov.*
- *Are public assistance programs changing with Georgia Gateway? No, but the way you manage your benefits is. www.gateway.ga.gov.*
- *Georgia Gateway makes enrolling in most public assistance programs easier for families. To learn more, visit www.gateway.ga.gov.*
- *Take control in managing your benefits for health and human services with Georgia Gateway. More details: www.gateway.ga.gov.*

GEORGIA GATEWAY

Materials

Flyer

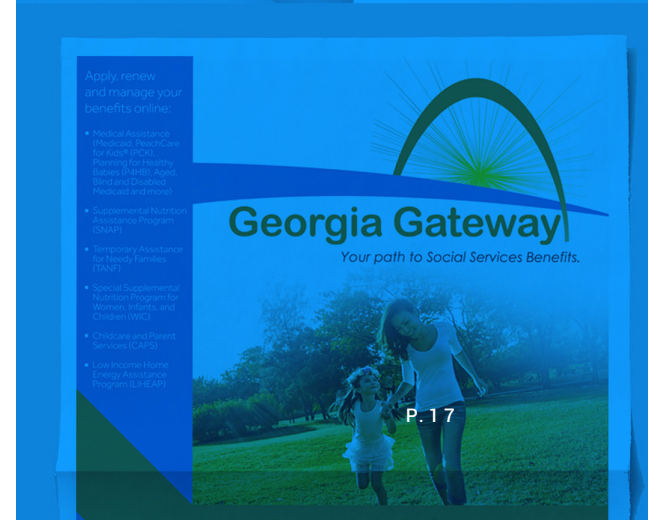
Brochure

Customer Information Card

Posters

Video

WWW.GATEWAY.GA.GOV



Materials

DCH, DECAL, DHS, and DPH produced several print materials to help partners with educating customers about Georgia Gateway. Materials are available to download at <https://dhs.georgia.gov/georgia-gateway>.



▶ GEORGIA GATEWAY FLYER

Distribute at local health departments, program assistance locations, doctors' offices, and childcare facilities.



▶ GEORGIA GATEWAY BROCHURE

Distribute where customers live, work, play, and seek services, like local health departments, public assistance program locations, and at community events.



▶ GEORGIA GATEWAY CUSTOMER INFORMATION CARD

Provide to customers to help them remember their ID, case numbers, and Georgia Gateway Customer Portal account information.



▶ GEORGIA GATEWAY POSTER

Hang in local health departments, program assistance locations, doctors' offices, and childcare facilities.

Customer Video

Share on your program's website or across social media by linking to the Georgia Department of Human Services' YouTube channel.



► TO VIEW THIS VIDEO

The customer video, in English and Spanish, is available at bit.ly/gadhs.

Partner Video

This video is designed to provide Community and Medical Assistance Partners with an overview of Georgia Gateway. You can share it with partners and staff by linking to the Georgia Department of Human Services' YouTube channel.



► TO VIEW THIS VIDEO

The partner video is available
at bit.ly/gadhs.

Cultural Competence Reminders

Cultural Competence Reminders

In order to effectively and compassionately provide services to customers, it's imperative to understand how cultural differences between groups can affect a person's experience with a program representative or the public assistance program itself.

Providing respectful and informed services is an ongoing responsibility. These are a few tips to keep in mind as you work toward facilitating a culturally competent service.

WALK IN SOMEONE ELSE'S SHOES.

Understand all that goes into providing a service that is respectful and dignified. Appreciating different genders, religions, education levels, family roles, medical needs, customs, careers, and views of disabilities and wellness is essential to providing culturally competent service.

BE PREPARED.

Ensure that your team knows how to access resources – such as interpreters and translators – to make providing culturally competent services even easier.

ASK QUESTIONS.

If you don't understand the details of a customer's case, respectfully seek to better understand the context of the situation. Don't pry, but share with the customer that you would like to know more to better serve them.

DONT QUIT.

As a team, commit to providing, and continuing to learn how to provide, culturally competent services.