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Animated health literacy video series to help Michigan residents enroll for health care benefits, understand their benefits and retain their care

Greater Detroit Area Health Council and St. Francis Cabrini Clinic join forces to produce informative, breakthrough series

DETROIT (July 1, 2015) – On the heels of the U.S. Supreme Court’s ruling which retains the federal subsidies for Americans who need assistance in paying their health care premiums, a three-part health literacy video series is released today by the Greater Detroit Area Health Council (GDAH) and St. Francis Cabrini Clinic. The animated video series is the first of its type in Michigan intended for adults who are eligible for health care subsidies or the Healthy Michigan Plan; have health care benefits for the first time; and/or may have literacy challenges.

The GDAH-Cabrini Clinic “Pathway to Health Care” videos walk adults through the basics of enrolling for health care, understanding their benefits, and retaining their care. The animation with voiceover is geared toward all levels of literacy, including adults who have reading challenges. Actions such as grasping the ten essential benefits of care, preparing for the first doctor’s visit, retaining care through co-pays, and re-enrolling annually are essential components presented in the videos.

“The fundamentals of understanding health care and retaining benefits are often overlooked,” said **Kate Kohn-Parrott**, president and CEO of GDAH. “Many people who enroll for health care with a subsidy or through the Healthy Michigan Plan have never seen a doctor in their lifetime. The concept behind the health literacy videos is to help Michiganders understand their options, how to utilize their health care, and just as importantly, know how to retain their benefits. The content is presented through animation and voiceover to help adults with literacy challenges learn about their health care. We are thankful to partner with Cabrini Clinic to fulfill this health care education need in our region and state.”

GDAH and the Cabrini Clinic collaborated on the content. It’s largely based upon one-on-one presentations led by Cabrini Clinic staff to help clients understand and retain health care benefits. GDAH contracted with Detroit-based Saga MKTG, LLC to produce three animated videos and a public service announcement (PSA). The Robert Wood Johnson Foundation provided the funding.

“The need to help build people’s capacity to use and retain their coverage is more important now than ever before,” said **Kelly Herron**, executive director of Cabrini Clinic. “Cabrini Clinic is committed to increasing health coverage literacy. Enrollment is only the first step. The videos facilitate the understanding of health coverage rights and responsibilities by emphasizing the basics. We all need that base knowledge if the Affordable Care Act (ACA) is going to succeed, and if Michigan is to become a state of healthy people.”

The “Pathway to Health Care” videos are available at www.GDAH.org, on its Facebook page (www.facebook.com/GDAH) and on YouTube. The Cabrini Clinic and the Free Clinics of Michigan offer one-on-one assistance for those who need additional help beyond the information shared in the videos.

PRODUCERS/EDITORS: GDAH has a 60-second PSA available for television and radio.

ABOUT THE GREATER DETROIT AREA HEALTH COUNCIL

The Greater Detroit Area Health Council (GDAH) is southeast Michigan’s premier health care collaborative. It leverages multi-sector and multi-stakeholder collaboration to develop and evaluate



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-continued-**

innovative ways to improve the health and wellbeing of people living and working in southeast Michigan. As a health care leader for more than 70 years – recognized nationally and regionally – GDAH represents everyone who gets care, gives care and pays for care. Dedicated to the cost-effective allocation, management and use of health care resources, the non-profit collaborative seeks to develop strong, strategic partnerships that increase access to care, improve the value, and manage the cost of health. Visit www.gdahc.org to learn more.

ABOUT THE ST. FRANCIS CABRINI CLINIC

Cabrini Clinic is the oldest free clinic in the country. Based in Detroit's Corktown neighborhood, it was founded in 1950 to serve the needs of immigrants and marginalized people. Its mission continues today through care coordination, health education, primary care and mental health services. Cabrini Clinic provides a holistic approach toward meeting the primary health care needs of economically disadvantaged residents of southwest Detroit and beyond. It serves those who fall through the medical-social safety net, and helps them connect with basic resources. Cabrini Clinic offers education, prevention and treatment without charge, with a foundation of deep compassion and respect for the people it serves. Visit www.cabriniclinic.org.

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