

Help Me Grow National Center
Webinar featuring HMG Alameda
Webinar Proposal

DRAFT

Title: Building Capacity: Using Administrative Data to Identify Patterns of Health Care Usage

Overview: Join the Help Me Grow National Center for a webinar examining recent analysis conducted by First 5 Alameda County. In 2017, an analysis of data was conducted using Medi-Cal claims data to examine Alameda Alliance for Health clients served by Help Me Grow and non-Help Me Grow clients. This analysis compared the two groups' usage of health care services. Results indicated that Help Me Grow has a positive impact on children's access to and usage of health care services.

Hear from (Speaker/s) of First 5 Alameda County that will speak more about this study including methodology, findings, implications, and limitations, as well as how the Network can leverage these findings and conduct future iterations of this study.

Speakers: TBD

Possible Dates:

- Tuesday, April 2 | 1:00 – 2:00 pm ET (time can be flexible)
- Wednesday, April 3 | 2:00 – 3:00 pm ET (time can be flexible)
- Thursday, April 4 | 2:30 – 3:30 pm ET

Communication Strategy: The National Center plans to release several external communications about this universal webinar. This includes including information in the March 27th edition of HMG News, which could include possible quotes and top-level information about this study, written by HMG Alameda. In this post, the National Center could include additional information here that affiliates would be able to access prior to the webinar. The HMG News piece will also include information about the webinar.

In addition to the HMG News piece, the National Center will also disseminate a webinar invitation to the Affiliate Network to include registration and the overview. We will also link to the HMG News piece so that we can maximize the availability of information prior to the webinar. The webinar invitation could be sent 2 weeks prior to the webinar date, mentioned again in HMG News, with a final reminder sent the day before the webinar.

