

DCH: New Video Highlights Medicaid Eligibility



DCH employees on the set of the Medicaid eligibility video shoot

Have you ever thought about a career in Hollywood? If so, the Department of Community Health (DCH) might be a good place to stop by for a first audition. DCH recently completed filming a short video, using only DCH staff and their families, to inform Georgians about Medicaid eligibility.

Customer-focused entertainment

"We've thought for a few years now that a video would be a creative and effective way to communicate common Medicaid scenarios and procedures," said Brian Dowd, Director, Members Services and Policy, Medical Assistance Plans.

Agency Partnership Sprouts a New Service

Locally grown fruits and vegetables are now easier to get for families requiring food stamp assistance. This is a result of a collaboration between the Division of Family and Children Services and the Dept. of Agriculture who have partnered with the East Atlanta Farmers Market.

Having opened this May, the market is helping to assist the local community by using an Electronic Bank Transfer (EBT) system. The EBT service allows families to use their food stamps as payment for the purchase of fresh fruits and vegetables from the market.



An in-house production

In order to reduce costs, DCH employees wrote the script, performed all the roles and used their bilingual staff to create a dubbed version of the video for their Spanish-speaking customers. The result is a video that presents authentic experiences and situations most Medicaid customer can expect to face.

"The video does a great job in showing how Medicaid is something that is positive, and a real service for Georgia's citizens," said Ruth Carr, Deputy General Counsel. "We want Georgians to know that Medicaid is available to everyone."

Medicaid: We're here to help you

Later this month, DCH plans to rollout the video in all 159 Division of Family and Children Services county offices.

"People don't learn about services until, well, they need them," said Nancy Stafford, Public Information Coordinator, Office of Communications.

"We want to be proactive and inform the general public that Medicaid service is available and here to help them today."

In a two mile radius of the market, 18 percent of the households earn under \$15,000 a year. There are 4,440 food stamp recipients living in the same zip code where the market is located.

"We support opening markets, whether they are overseas or here in our own neighborhoods," said Terry Coleman, Deputy Commissioner of Agriculture. "These local markets are especially important in these times of high gasoline prices. They are an asset to neighborhoods and to our farmers."

To find out more about the East Atlanta Village Farmers Market visit, www.farmeav.com.

Governor's Awards

Last chance!



Do you know a co-worker who provides great customer service? Say "thank you" by nominating that person for a Governor's Customer Service Award by **August 29**.

HOW TO NOMINATE

Log on to team.georgia.gov for details, or go directly to the online nomination form:

<https://teamgeorgia.wufoo.com/forms/nominate>

AWARD CATEGORIES

Customer Service Excellence

- 4 Individual Awards
- 4 Team Awards

Customer Service Employee of the Year

Customer Service Team of the Year

Outstanding Process Improvement

Most Improved Customer Service Organization

Champion of the Year

Customer Service Leadership

Contact Center Excellence

Customer Service Agency/Institution of the Year

Nominations Due August 29!

Georgia Colleges Improve Service to Students

The view of “students as customers” drives improvements on campuses across Georgia. Featured here are just two examples of services students will experience as they return to college this month.

North Metro Technical College

In an effort to better serve their students and streamline the admissions process, North Metro Technical College created separate services for new and current students.



North Metro Technical College staff are helping enroll new students more quickly.

In the two years since the college made this change, student satisfaction has improved by 2.6 percent in New Student Affairs and 3.8 percent in Current Student Affairs.

“The creation of New Student Affairs has helped enroll new students more quickly,” said Missy Cusack, director of Admissions at North Metro Technical College.

“Some students are able to submit an application, get transcripts, take the

placement test, apply for financial aid and register for classes all in one trip to the college,” said Cusack.

“And, with the price of gas, the fewer trips a student has to make to the college before classes begin, the happier they are,” Cusack added.

Clayton State University

Clayton State’s Customer Service Team is rolling out a new service called “Ask Me!” that provides helpful information to new and returning university students.

The “Ask Me!” program is a partnership between the Customer Service Team and Office of Campus Life.

Welcome tents are set up in three locations around the campus with materials for parents, visitors and new students. Student volunteers are also helping by wearing bright orange T-shirts that identify them as someone you can “Ask.”

The service will begin three to four days prior to the start of fall classes.

OCS Opens Its Doors to a Neighboring Call Center



OCSS call center staff temporarily at work in the 1.800.georgia call center.

The Governor’s Office of Customer Service (OCS) had a unique opportunity to lend a helping hand to the Office of Child Support Services (OCSS) call center this summer.

Cross-agency collaboration

For a few days in July, members from the OCSS call center team called OCS home. They used the 1.800.georgia call center as a home base while transition-

ing to their new call handling system from Nortel. To ensure that the OCSS staff would be prepared to answer calls while the transfer occurred, OCSS enlisted help from OCS staff who were already using the new system from Nortel.

“We were more than happy to open our doors to OCSS,” said Matt Cargle, systems analyst for OCS. “They have a dedicated call center team, and we are very familiar with the Nortel system. I am glad OCS was able to help during this transition.”

A successful partnership

Due to this cross-agency collaboration, OCSS successfully transferred all of its remote call-handling agents to the Nortel system. This partnership is a great example of how cooperation across agencies is helping the state provide better service to Georgia’s citizens and customers.

New Service!

Have You Met Consumer Ed?



Meet “Consumer Ed,” a young, energetic consumer expert who provides Georgians with smart financial advice and services.

Earlier this month, the Office of Consumer Affairs (OCA) launched the service at www.ConsumerEd.com. The web site targets young adults who are beginning to manage their own finances and guides consumers through major purchasing and financial decisions.

Young adults will find specific advice on how to purchase a car or a home as well as helpful instructions on managing credit and debit cards. They can also look for “Consumer Ed” on the social networking web site, Facebook.

“Part of protecting consumers is keeping them informed,” said Joe Doyle, Director of Consumer Affairs. “The Consumer Ed web site is a fun and easy way for Georgians to access helpful financial services and advice.”

Ed’s services include:

- » Consumer Alerts-be the first to get the latest consumer news
- » Mortgage Calculator- determine smart purchases that you can afford
- » Budget Worksheet- take control of your finances by creating a detailed budget with this helpful tool
- » Helpful Tips-from easy ways to reduce your daily energy usage to preventing identity theft

Time to manage wisely

“Georgians continue to face difficult conditions and are therefore more interested than ever about tips on managing their money wisely,” said Governor Sonny Perdue.



Visit “Ed” at www.ConsumerEd.com

Governor’s Office of Customer Service

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