

### Community Based Organizations (CBOs) and businesses can play an important role in supporting citizens through Kentucky HEALTH.

The mission of Kentucky HEALTH is to help individuals start on a path toward better health, improved employability, increased engagement in their communities, and long-term independence.

Community Based Organization and business involvement supports citizens and organizations for a **healthier Kentucky and stronger workforce.**



#### How can CBOs get involved?

- **Inform** people that they can enroll in Kentucky HEALTH at [benefind.ky.gov](http://benefind.ky.gov)
- **Connect** people to local resources
- **Post volunteer opportunities** using Business Connect
- **Host community programs** at your location
- **Invite** the Kentucky HEALTH team to participate or speak at your organization's events



#### How can businesses get involved?

- **Speak** with your **KCC Business Services Team** about additional resources to support businesses workforce needs
- **Post** open job positions using Focus Talent at [FocusTalent.ky.gov](http://FocusTalent.ky.gov)



#### Learn more about Kentucky HEALTH:

- **Attend** a monthly Stakeholder Advisory Forum. View the schedule at [KentuckyHEALTH.ky.gov](http://KentuckyHEALTH.ky.gov) on the Resources page
- **Visit** [KentuckyHEALTH.ky.gov](http://KentuckyHEALTH.ky.gov) to find additional resources and sign up for Kentucky HEALTH news

Stay tuned for more information about how to submit your training and education content to count towards the PATH Community Engagement requirement!

*Kentucky's Medicaid transformation initiative creates new opportunities for community partnerships and engagement across the Commonwealth.*

## NEW POPULATION OF KENTUCKIANS ARE LOOKING TO ENGAGE IN THEIR COMMUNITIES

Over 150,000 Kentuckians will be incentivized to participate in their communities or join the workforce to retain health benefits through Kentucky HEALTH.

Kentucky will require many Medicaid recipients to participate in employment or community engagement activities, such as working, volunteering, or enrolling in training or education.

Kentucky HEALTH presents new opportunities for organizations to engage individuals in community programs and volunteer roles across the Commonwealth.

**Community Engagement programs are a way to connect people with the resources they need to move forward.**

## OPPORTUNITIES FOR COMMUNITY ORGANIZATIONS



- Inform your constituents that they can enroll in Kentucky HEALTH at [benefind.ky.gov](https://benefind.ky.gov).
- Stay informed about Kentucky HEALTH and help **connect people to local resources**.
- **Post volunteer opportunities using Business Connect**, the Commonwealth's online portal for Community Based Organizations.
- **Host community programs** at your location that are available to Kentucky HEALTH recipients.
- **Invite the Kentucky HEALTH team** to participate or speak at your organization's events.

*Kentucky's Medicaid transformation initiative creates new opportunities for community partnerships and engagement across the Commonwealth.*

## KENTUCKY'S NEW COMMUNITY ENGAGEMENT INITIATIVE

- Kentucky HEALTH, the Commonwealth's new Medicaid program, requires some individuals to participate in 80 hours each month of employment or community engagement activities, such as working, volunteering, or enrolling in training or education.
- **Over 150,000 Kentuckians will be incentivized to participate in their communities or join the workforce** to retain health benefits through Kentucky HEALTH.
- Organizations have the opportunity to involve this population in local programs and volunteer activities.
- Community Engagement programs are a way to **connect people with the resources they need to move forward.**

## OPPORTUNITIES FOR COMMUNITY ORGANIZATIONS

**Kentucky HEALTH presents new ways for you to engage Kentuckians:**

- Offer Kentucky HEALTH recipients opportunities to **participate in community programs.**
- **Partner with the Kentucky HEALTH team and/or other entities in your area** to engage Kentucky HEALTH recipients.
- Offer Kentucky HEALTH recipients **volunteer opportunities** to help support your organization's mission and serve your population.

## NEXT STEPS TO ENGAGE KENTUCKY HEALTH RECIPIENTS

**Consider the following opportunities and resources:**

- Inform your constituents that they can enroll in Kentucky HEALTH at **[benefind.ky.gov](https://benefind.ky.gov).**
- Stay informed about Kentucky HEALTH and help **connect people to local resources.**
- **Post volunteer opportunities using Business Connect**, the Commonwealth's online portal for Community Based Organizations.
- **Host community programs** at your location that are available to Kentucky HEALTH recipients.
- **Invite the Kentucky HEALTH team** to participate or speak at your organization's events.

*Below is an overview of how  
Community Based Organizations  
can use Business Connect.*



### **What is Business Connect?**

Business Connect is the online platform that Community Based Organizations (CBOs) use to post and verify opportunities for PATH Community Engagement participants.



### **Who Uses Business Connect?**

Community Based Organizations include non-profit organizations, Managed Care Organizations (MCOs), SNAP 50/50 Partners, and Kentucky Career Centers.



### **Why should CBOs use Business Connect?**

Posting Opportunities in Business Connect allows over 150,000 qualifying Kentucky HEALTH recipients to search and register for opportunities in Citizen Connect to help fulfill their PATH Community Engagement requirement.

**See instructions for how to begin using Business Connect  
on the other side!**

# How to Begin Using Business Connect

## Onboarding Application Instructions

**When Kentucky HEALTH begins** Community Based Organizations (CBOs) can use Business Connect to **post opportunities and reach potential volunteers!** In order to access Business Connect, each organization must submit an Onboarding Application.

### To complete a Business Connect Onboarding Application:

1. Go to ***BusinessConnect.ky.gov*** and click **Sign Up**.
2. On the Onboarding Application, fill out the **Organization Details** page, the **Contact Details** page, and the **PATH Details** page.
3. Click **Submit**.

**While filling out the Onboarding Application, the user will need to specify the organization type as one of the following:**

- Non-Profit
- For-Profit
- Managed Care Organization (MCO)
- SNAP 50/50 Partner
- Kentucky Career Center

**The Onboarding Application is a simple online process!**

**The person who submits the Onboarding Application will serve as the point of contact from the organization.** This individual will be able to track the status of the application on Business Connect and will receive email updates during the review process.

## Questions?

- Email **CourseSubmissions@ky.gov** if you have questions about the Business Connect onboarding process.
- Contact your local Kentucky Career Center (KCC) if you have broader questions about partnering with Kentucky HEALTH – find a KCC near you at **KCC.ky.gov**

### General

#### **What role do businesses and Community Based Organizations (CBOs) play in verifying participant hours?**

It is the individual's responsibility to manage their PATH Community Engagement hours.

- For employment verification, individuals need to attest to their number of hours worked, the name of the employer and the location. Recommended documentation for employment would be a pay stub.
- For volunteer activities, individuals are required to attest to the number of volunteer hours, the name of the sponsoring organization, and description of the volunteer activity.
- These activities may be verified by the program coordinator via email, letter, QR code, etc. Selections for verification options can be made in Business Connect when posting opportunities.

#### **Are there additional costs or requirements for businesses and CBOs to be involved with PATH Community Engagement participants?**

Businesses and organizations will continue filling opportunities using their current processes. PATH Community Engagement increases the number of individuals seeking opportunities but there are no costs of fees.

#### **How do businesses and CBOs reach PATH participants?**

Kentucky HEALTH is partnering with Kentucky Career Centers, and directing individuals to seek help through the career center staff or in the Focus online portal. For jobs to appear on the site, businesses must post job opportunities by visiting [KCC.ky.gov](http://KCC.ky.gov). For volunteer opportunities to appear, organizations must post opportunities in Business Connect (more information to come).

#### **Are current employees or volunteers affected by PATH?**

Businesses and CBOs may have current employees or volunteers who are Kentucky HEALTH recipients with a PATH Community Engagement requirement. It is important to remember that in compliance with employer discrimination laws, you may not ask an individual about their Medicaid status during the application process. CBOs may receive requests for additional documentation of volunteer hours from individuals who have a PATH requirement.

#### **What if a Kentucky HEALTH recipient lives far from a Career Center or Adult Education location and therefore can't access those resources?**

Kentucky Career Center Services and resources are available to recipients via the phone and online. In addition, there will be maps developed that highlight areas with high demand for services. These areas will be visited by career centers representatives to share resources and set up local appointments at designated community partner locations (such as libraries).

#### **Will there be online courses available?**

Online courses will be available. However, many courses are shorter than one hour, and may be limited. Kentucky Career Centers can assist with education opportunities that have online options that count toward PATH Community Engagement hours.

### **Community Based Organizations (CBOs)**

Community Based Organizations include public and private Non-Profit organizations, Managed Care Organizations (MCOs), SNAP 50/50 Partners, and Kentucky Career Centers.

### **What types of activities can CBOs provide that count towards PATH Community Engagement hours?**

Community Engagement is one way to meet the Kentucky HEALTH objective of promoting improvements in health, social, financial literacy, education, or further promote well-being. Opportunities may include, volunteer, work, and programs that are offered by Community Based Organizations such as support group meetings (such as Alcoholics Anonymous). To see a full list of qualifying activities please visit [KentuckyHEALTH.ky.gov](http://KentuckyHEALTH.ky.gov).

### **Do organizations need to create special programs for Kentucky HEALTH recipients?**

Organizations do not need to create new or special programs, but understand that there may be an increase in the number of people looking for volunteer opportunities to satisfy their requirement. We urge Community Based Organizations to support the efforts of this population.

### **What is Business Connect and how do CBOs post opportunities?**

Business Connect is the online platform that Community Based Organizations use to post opportunities for Kentucky HEALTH recipients to fulfill their PATH Community Engagement requirements.

Posting Opportunities in Business Connect allows qualifying Kentuckians to register in Citizen Connect and search opportunities to help fulfill their PATH Community Engagement. More information to come about how to start using Business Connect.

### **How can CBOs partner with other local organizations?**

Networking with other organizations is a great way to realize local level solutions. Kentucky HEALTH will host Partnership Summits in each workforce area. Organizations are also encouraged to connect with their local Kentucky Career Centers and participate in community meetings.