

Education Campaign

PILOT OVERVIEW

The HCBS Education Campaign is designed to highlight and educate on the array of programs, waivers, and Medicaid home and community-based services available in the state.

By educating individuals about the value of available Medicaid HCBS programs, it can empower communities to make informed choices about their healthcare options. This contributes to the overall goal of improving the quality of life for beneficiaries and their families.

KEY DETAILS

- DHS developed educational one-pagers to build awareness for Arkansas' 10+ HCBS programs to make program requirements, benefits, and resources clear and understandable for stakeholders.
- DHS launched a dedicated HCBS website (ar.gov/hcbs) in July 2024 which houses all HCBS-related materials in one place.
- DHS is developing educational guides and checklists to make it easier for providers to navigate the process of becoming an HCBS provider in Arkansas.

PILOT GOALS

- Ensure HCBS stakeholders have consistent, accurate, meaningful information regarding the HCBS programs and services available in the State.
- Empower stakeholders with foundational Medicaid and HCBS information.



Please find the HCBS Education Campaign materials here: ar.gov/hcbs