



# CAMELLIA (Phase I)

**Connecting families: A web-based eligibility tool for Alabama health and human services.**

## What is *Camellia* (Phase I)?

Camellia (Phase I) is a web-based computer tool designed to help Alabama citizens assess 28 health and human services programs for eligibility, to inform families on other public and private services available to them and to connect those needing assistance to the health and human services within their county/region.

## What are the goals for *Camellia*?

1. Redesign and strengthen the health and human services system to provide an easily accessible, accountable and coordinated *public* and *private system* that produces the best outcomes of each person served.
2. Provide Alabama families with detailed information on state services: thereby, making it easier for them to receive the help they need.
3. Assist Alabama families navigate the multitude of state services available to them by helping them determine what services they are eligible for and how to access them through a condensed, self-directed, 24 page eligibility-based questionnaire.
4. Initiate the first phase of coordinating eligibility services across state agencies in order to improve efficiency, reduce duplication, increase the use of available technology, empower citizens, maximize best practices and produce measurable performance outcomes.
5. Provide a “road map” for Camellia (Phase II) that focuses on integrated, family concentric information and case management system for Alabama health and human services.

## What are the expected benefits of *Camellia*?

1. Change in paradigm: from “silo” agencies serving individuals to consumers and families at the center of “connected” services.
2. Reduction of multiple intake and access forms for families seeking eligibility for health and human services programs.
3. Improved consumer access to resources, information and programs.
4. Simplified pre-eligibility, intake and referral processes for consumers, state agencies, profit and non-profit organizations.

## Who are the *Camellia* Stakeholders?

The Governor’s Task Force to Strengthen Alabama Families, Office of the Governor, Alabama Departments of: Medicaid, Human Resources, Corrections, Finance, Information Systems Division, Children’s Affairs, Child Abuse and Neglect, Workforce Development, Economic and Community Affairs, Industrial Relations, Postsecondary, Mental Health and Retardation, Education (K-12), Rehabilitation, Public Health, Senior Services, and Youth Services, Community Action Agencies of Alabama, Alabama Network of Family Resource Centers, 211, profit/non-profit organizations, college and universities, businesses, local government and citizens of Alabama.

## How was *Camellia* Implemented?

1. As a project of the Governor’s Task Force to Strengthen Alabama Families, a series of town hall meetings were held throughout the state to identify and poll the needs of Alabama citizens and county-based employees pertaining to accessing health and human services. Auburn University compiled results of study.
2. Camellia project was “manually” piloted in Perry and Montgomery Counties through the efforts of the Task Force and college interns.
3. Governor’s Task Force to Strengthen Alabama Families “gifted” the eligibility tool to State of Alabama after private donations were raised (\$67,000.00) by the Task Force to develop the IT eligibility tool and to purchase the source code. (Sponsors: Microsoft, SEI, Alabama Power Company, Annie E. Casey Foundation and Protective Live Foundation).
4. Website was designed and further improved under state Information Systems Department and the Task Force.
5. Website is currently available to anyone with internet capabilities at ([www.camellia.alabama.gov](http://www.camellia.alabama.gov)).
6. Camellia website averages 4K plus “new” hits per month with an average of 30K “repeated” hits per month.

## Need more information?

Website: [www.camellia.alabama.gov](http://www.camellia.alabama.gov)

Kathleen Sauer

Executive Director

Governor’s Task Force to Strengthen Alabama Families

[kathleen.sauer@governor.alabama.gov](mailto:kathleen.sauer@governor.alabama.gov)

Telephone: 334-353-1017

Fax: 334-353-1111

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