



Enroll America

Getting The Right Message: Outreach and Enrollment in 2014

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Enroll America

Our Mission

Ensure that all Americans get enrolled – and stay enrolled – in health coverage.



Two-fold Strategy

- 1 Promoting Enrollment Best Practices
- 2 Raising Public Awareness

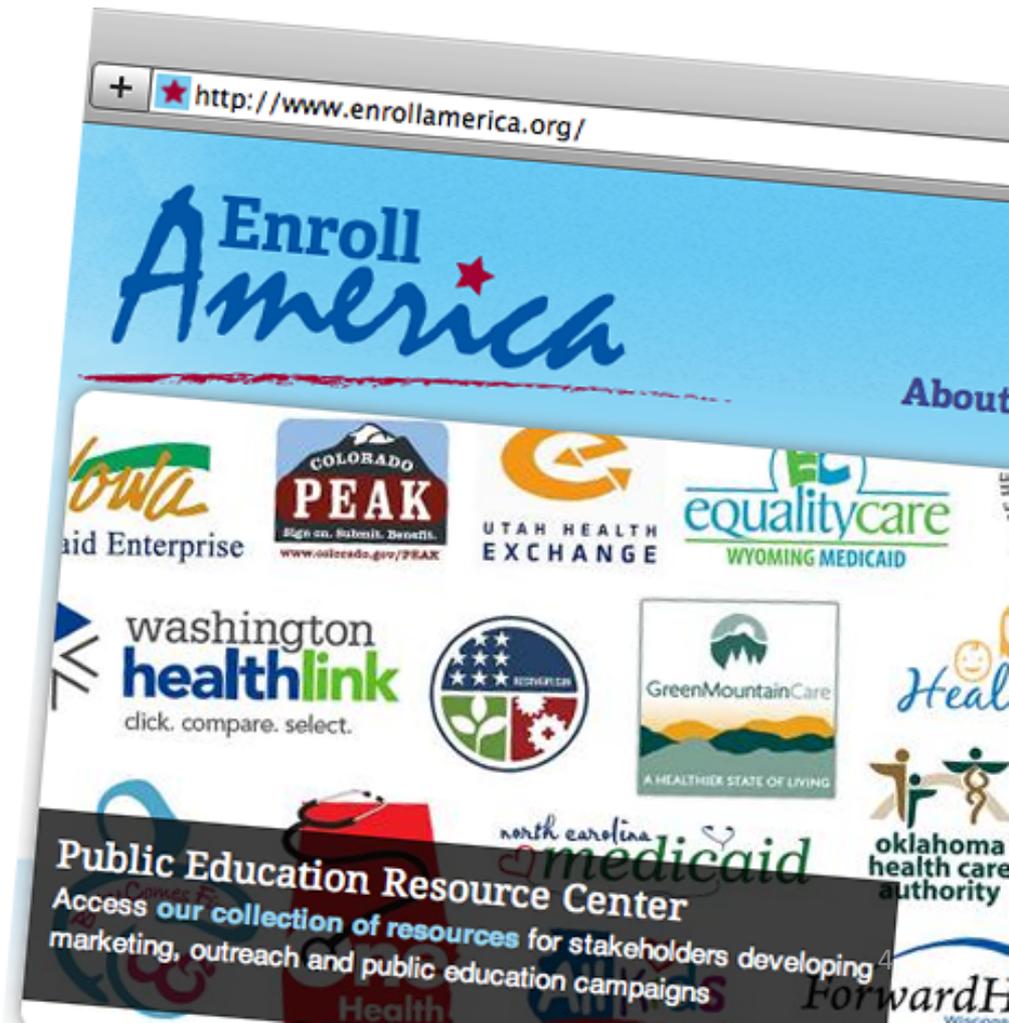
Our Partners

- AARP
- Aetna
- American Academy of Pediatrics
- American Cancer Society Cancer Action Network
- American College of Healthcare Executives (ACHE)
- American Diabetes Association
- American Heart Association
- American Hospital Association
- American Nurses Association
- Ascension Health
- Asian & Pacific Islander American Health Forum
- Association for Community Affiliated Plans
- Blue Shield of California
- CareSource
- Catholic Charities USA
- Catholic Health Association of the United States
- Center for Public Policy Priorities
- Communities Joined in Action
- CVS Caremark
- Doctors for America
- Easter Seals
- Express Scripts
- Families USA
- Healthcare Leadership Council
- HMS
- Joint Center for Political and Economic Studies
- Kaiser Permanente
- MAXIMUS
- Maryland Citizens' Health Initiative
- Medicaid Health Plans of America
- MomsRising
- NAACP
- National Alliance on Mental Illness (NAMI)
- National Association of Community Health Centers
- National Association of Free and Charitable Clinics
- National Association of Health Underwriters
- National Association of Public Hospitals and Health Systems
- National Council of La Raza
- National Council for Community Behavioral Healthcare
- National Hispanic Medical Association
- National Indian Health Board
- National Medical Association
- National Urban League
- Pennsylvania Health Law Project
- Seedco
- Service Employees International Union (SEIU)
- Teva Pharmaceuticals USA
- United Way Worldwide
- U.S. Public Interest Research Group (PIRG)
- Voices for America's Children
- Young Invincibles

Public Education Resources

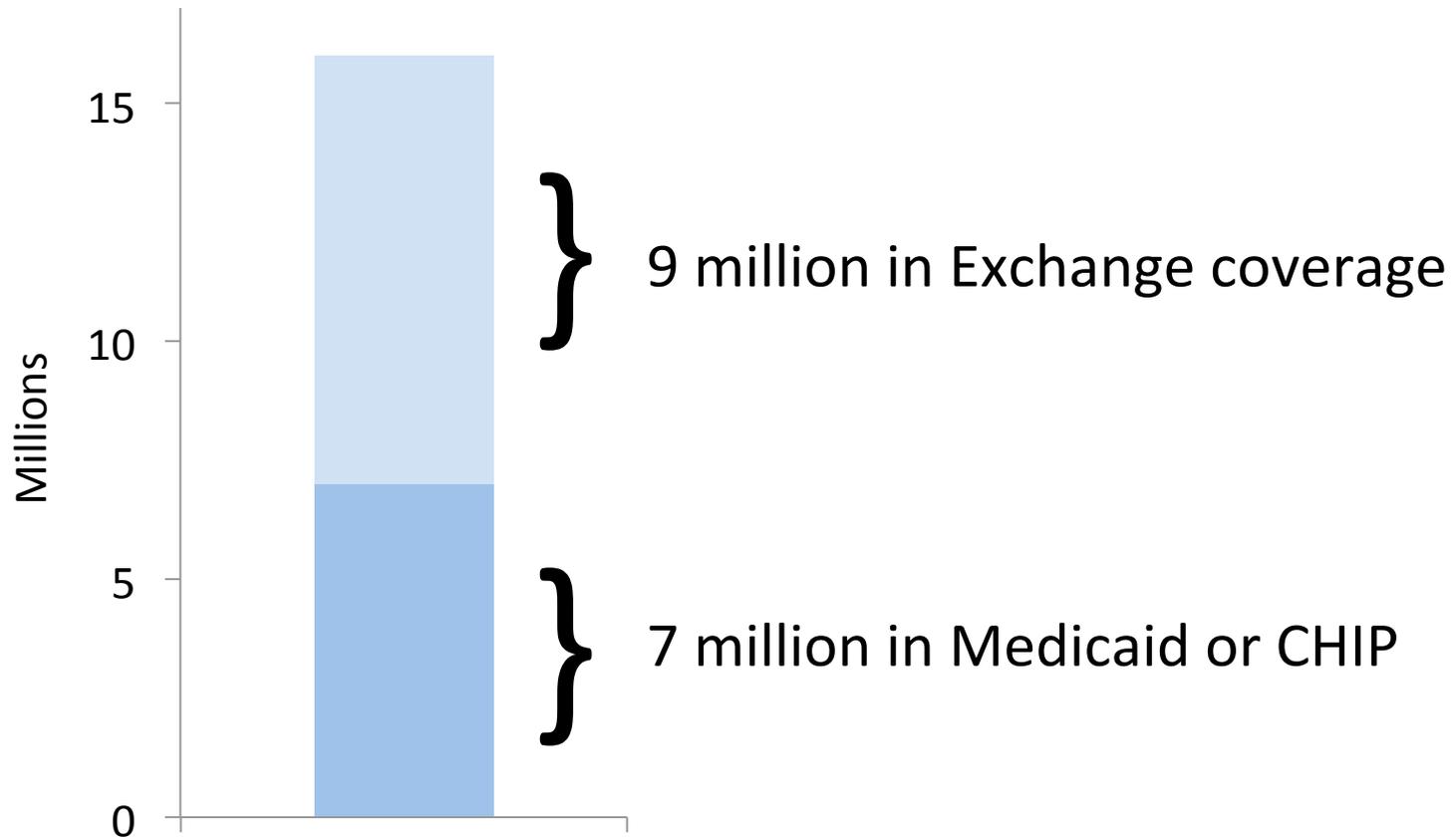
More Information On:

- Exchange branding research
- Public opinion polling
- Statewide marketing and outreach plans



The 2014 Enrollment Opportunity

Enroll at least 16 million people in new coverage options

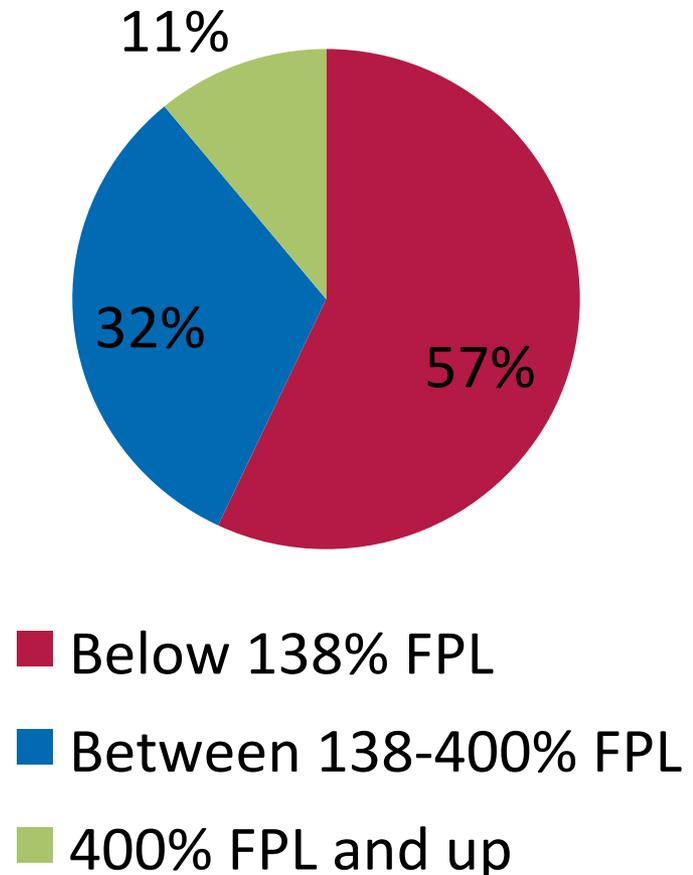


Source: July 2012 CBO estimates

New Mexico's Enrollment Opportunity

- 237,000 likely Medicaid eligible
- 135,000 likely eligible for exchange coverage with premium tax credit
- 45,000 likely eligible for exchange w/out tax credit

417,000 Non-Elderly Uninsured



Source: March 2010 and 2011 Current Population Survey

Limited Public Awareness

The majority of uninsured Americans don't think the health reform law will help them

78%

of the newly eligible don't know about the new health insurance exchanges

60%

of consumers say they will need help enrolling in the new coverage options

But open enrollment starts on
October 1, 2013...



Why do we need to
think about
navigators now?

Task	Date
Establish Program Goals	Summer 2012
Hire Navigator Coordinator	Summer 2012
Conduct Population Needs Assessment	Fall 2012
Obtain Funding for the Navigator Program <ul style="list-style-type: none"> • Legislative Process • Foundation Grant Applications 	Fall 2012
Develop Standards or Adopt Federal Standards for the Navigator Program	Fall 2012
Establish Navigator Program Timelines for: <ul style="list-style-type: none"> • Awarding Grants • Conducting Training • Beginning Outreach and Education 	Fall 2012
Prepare for Federal Certification of the Exchange <ul style="list-style-type: none"> • Demonstrate Navigator Program Approach 	January 1 st , 2013
Determine Size and Scope of the Navigator Program Based on Program Goals, Needs Assessment and Funding	January, 2013
Announce and Promote the Navigator Program to Inform Entities About Future Grant Opportunities	January- February 2013
Issue Grant Applications	March 2013
Hire and Train Trainers	April 2013
Grant Applications Due	April 2013
Grants Awarded	June 2013
Train Navigators	July 2013
Navigators Begin Public Education and Outreach	July-August 2013
Open Enrollment begins	October 1 st , 2013
Consumers are Enrolled into Health Plans	January 1 st , 2013

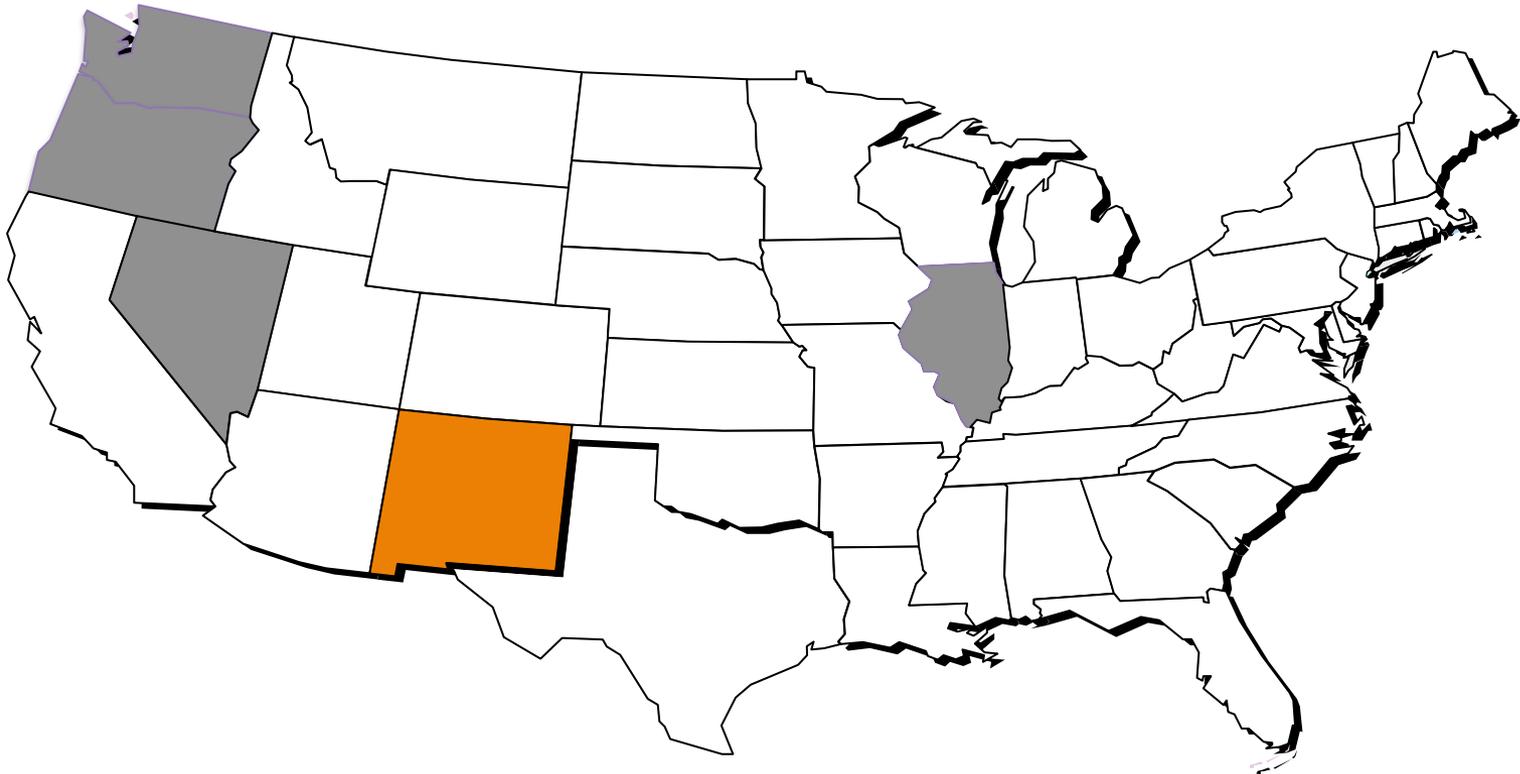
Key Decisions

- Finalizing the structure of the navigator program
- Ensuring an adequate & sustainable finance model
- Creating performance metrics
- Development of the navigator grant process
- Training and certification of navigators
- Strategy to educate consumers about the availability of the navigator program

Program Structure Considerations

- Who is the target audience?
 - How will they be reached?
- What is the navigator program goal?
 - Reach hardest to reach populations? Provide assistance to those that need it most?
- What programs and resources currently exist?
 - Coordinating efforts of producers and navigators
- Will all navigators be required to meet all of the duties defined by the ACA?
- Will New Mexico require more duties than those defined?

Sharing from Other States



Paying Navigators

- Block grants
- Block grants with per enrollment add-on payments
- Block grants with performance-based add-on payments
- Per enrollment-only payments
- Per enrollment payments with performance based add-on payment



Silver State Health Insurance Exchange

- Completed a consumer assistance inventory
- Defined roles of navigator and producers
- Fund through a grant process
- Created criteria- navigators will be responsible for outreach, education and enrollment
- Outlined training



Training Topics: Nevada

- Coverage available under the ACA (2 hours)
- Qualified Health Plans (actuarial values, co-insurance, co-pays, deductibles) (4 hours)
- Exchange eligibility requirements (4 hours)
- Advanced Premium Tax Credits and Cost Sharing Reductions (2 hours)
- Publically funded health care (CHIP, Medicaid) (3 hours)
- Means of appeal and dispute resolution (2 hours)
- Conflict of interest and impartiality (1 hour)
- Exchange privacy policies and requirements (2 hours)
- Use of web portal (2 hours)
- Testing (2 hours)

Washington Health Benefit Exchange

Key Consumer Discussion Areas

- Public education and outreach
- Defining navigator organizations
- Certifying navigators
- Creating performance metrics
- Financial support



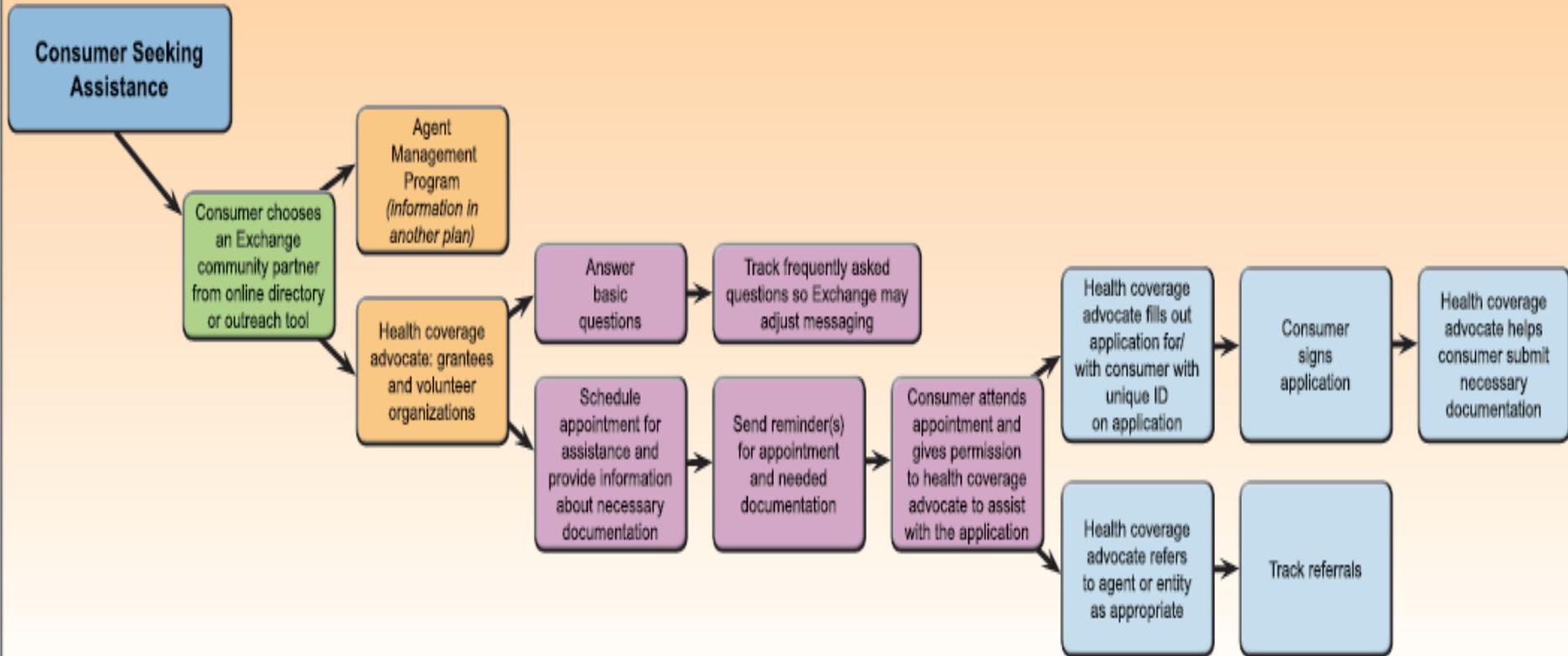
washington
healthlink
click. compare. select.

Oregon Health Insurance Exchange

Where Will Consumers Receive Assistance?

- Agents have their own place in Oregon's Exchange
- Consumer assistance will be instrumental in getting people enrolled
- Interagency coordination is essential
- Navigator program will be modeled on existing programs
- Referral networks will be essential for the exchange's success

Consumer Assistance With Health Care Advocates



Consumer Assistance Workflow (6/11/12)

Courtesy of Samantha Shepherd, Oregon Health Insurance Exchange

Outreach and Enrollment Opportunities

- How is New Mexico currently reaching the uninsured?
- How will New Mexico reach the newly eligible?
- How will programs + activities be integrated or coordinated?



Thank you!

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