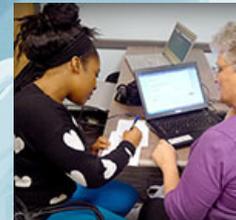


OUTREACH & ENROLLMENT STRATEGIES

BEST AND PROMISING PRACTICES



Agenda for today

- Introductions
- Lessons learned
- Data and targeting
- Q&A
- Next steps and topics



Our Mission

Maximize the number of uninsured Americans who enroll in health coverage made available by the Affordable Care Act

Two-fold Strategy

- 1 Promoting Enrollment Best Practices
- 2 National Enrollment Campaign Using Cutting-Edge Engagement Strategies



LESSONS LEARNED

National Experience: What We Did



California: Latino Messaging Test



- Calls had a positive impact on ‘attempts to enroll’ but not on enrollment itself.
- Uninsured Latinos with a score over 30 chose Spanish over English.
- Those who preferred Spanish over English were more informed and more engaged than English-speaking Latinos.
- Plan affordability and immigration concerns were the top two barriers to enrollment.

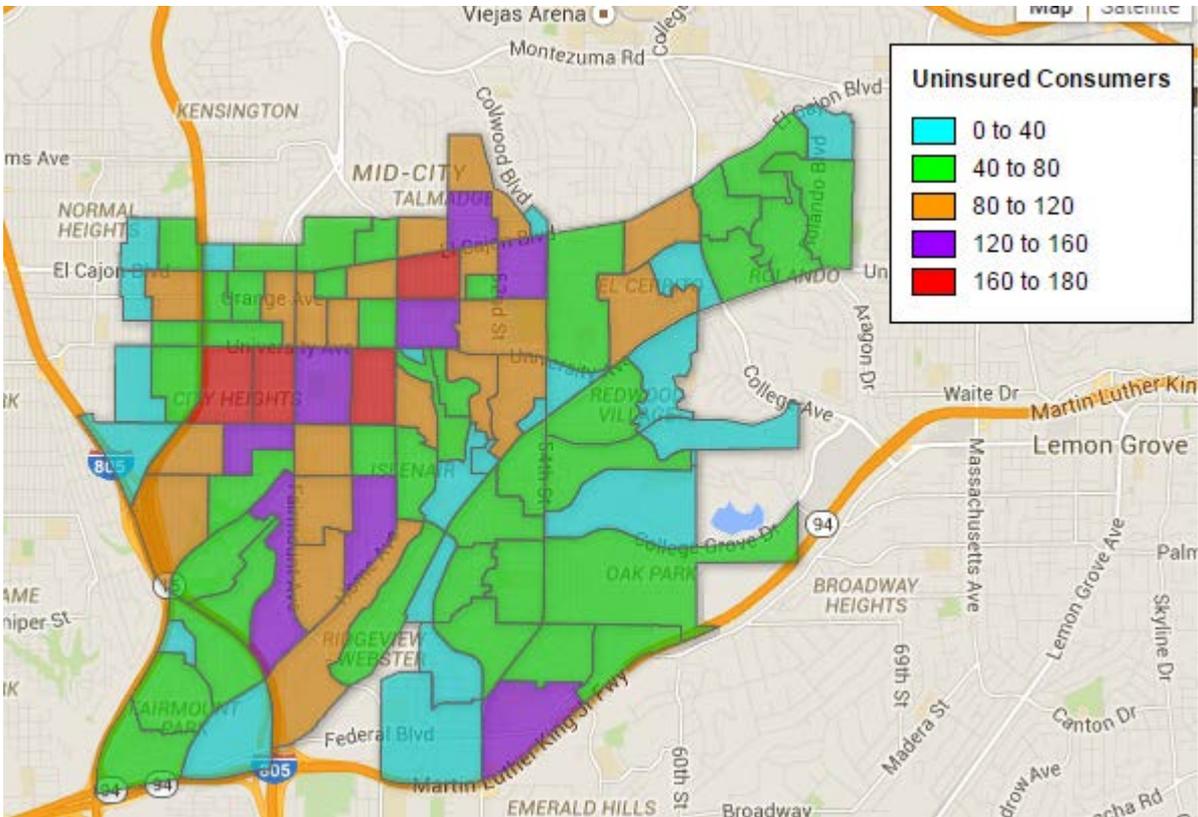


TOOLS FOR EFFECTIVE OUTREACH & ENROLLMENT

Lessons Learned

- Use data to plan and implement your program
- Engage trusted community messengers
- Use clear, tested messages
- Keep the leads you find through multiple contacts
- Be deliberate about post-enrollment

Using Data to Plan



Trusted Community Messengers

- Churches
- Schools
- Libraries
- Shelters
- Food Banks
- Family Resources Centers
- Child Care Centers
- Markets

Relationship Building Cycle

What do you need from every initial contact, regardless of origin?

Initial Contact

From a list
From an event
At the door
On the phone

Follow-up

Enrollment

Consumer Information Collection



The Value of Commit Cards

The Health Insurance Marketplace allows you to compare plans and prices side-by-side, then choose the one that fits your needs and your budget.

Here's what you should know:

- Financial help is available for many:
- You can get free help — online, by phone, or in person — with your application or to better understand your options.
- If you missed the deadline to get covered, certain changes in your life (like getting married, having a baby, or moving) could allow you to sign up for a new plan that better fits your new situation.

We'll be in touch about important dates, and we'll send you more information about your health insurance options so that you'll be ready to get covered.

Yes! I, _____, commit to learning more about my health insurance options.

Signature: _____

Name: _____

Email: _____

Address: _____

City: _____

Phone: _____ ZIP: _____

Send me text alerts.*

I believe I am affected by a life change.

I do not currently have health insurance.

I'm looking for better coverage.

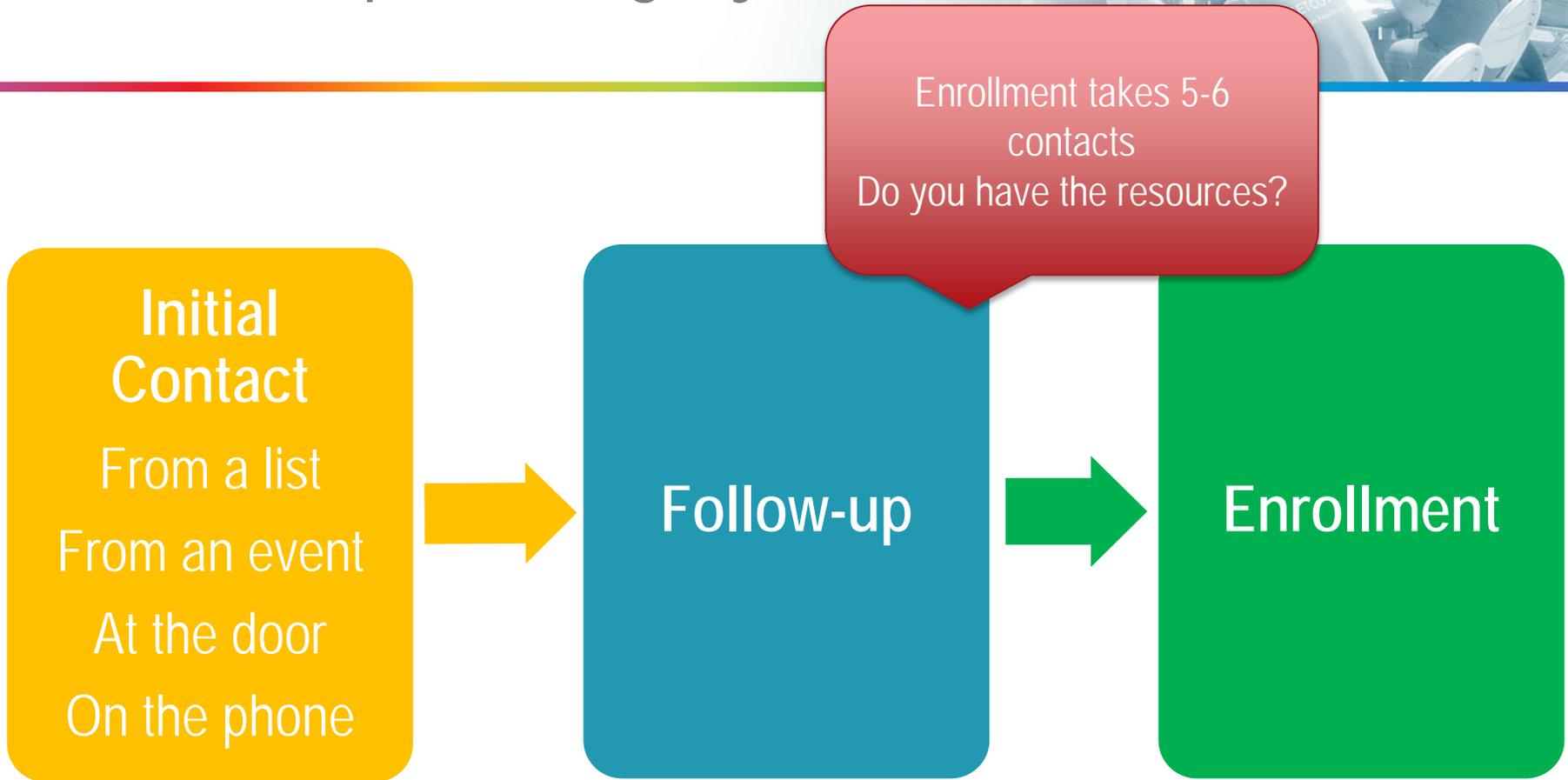
I'd like to volunteer with Get Covered America.

By completing this form, you agree to receive communications from Get Covered America & its partners.

For official use

A B C D Origin _____

Relationship Building Cycle



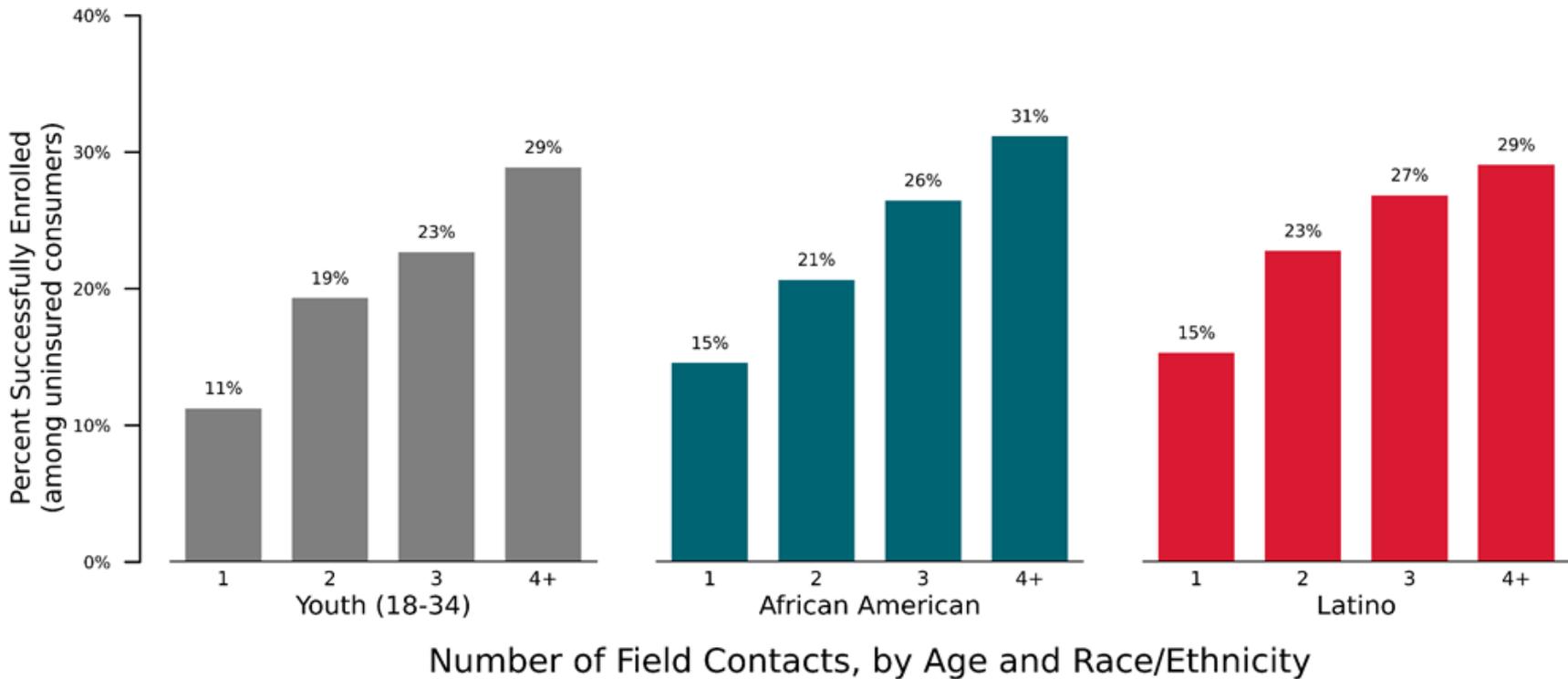
WORKING LEADS: LEGWORK AND SWEAT



- Plan on multiple contacts
- How does this affect your program timeline?
- How does this affect your staffing?
- How does this affect your data infrastructure?

- Set up in-person enrollment
- Enrollment events
- Home-based enrollment
- Storefronts

ESPECIALLY FOR VULNERABLE POPULATIONS



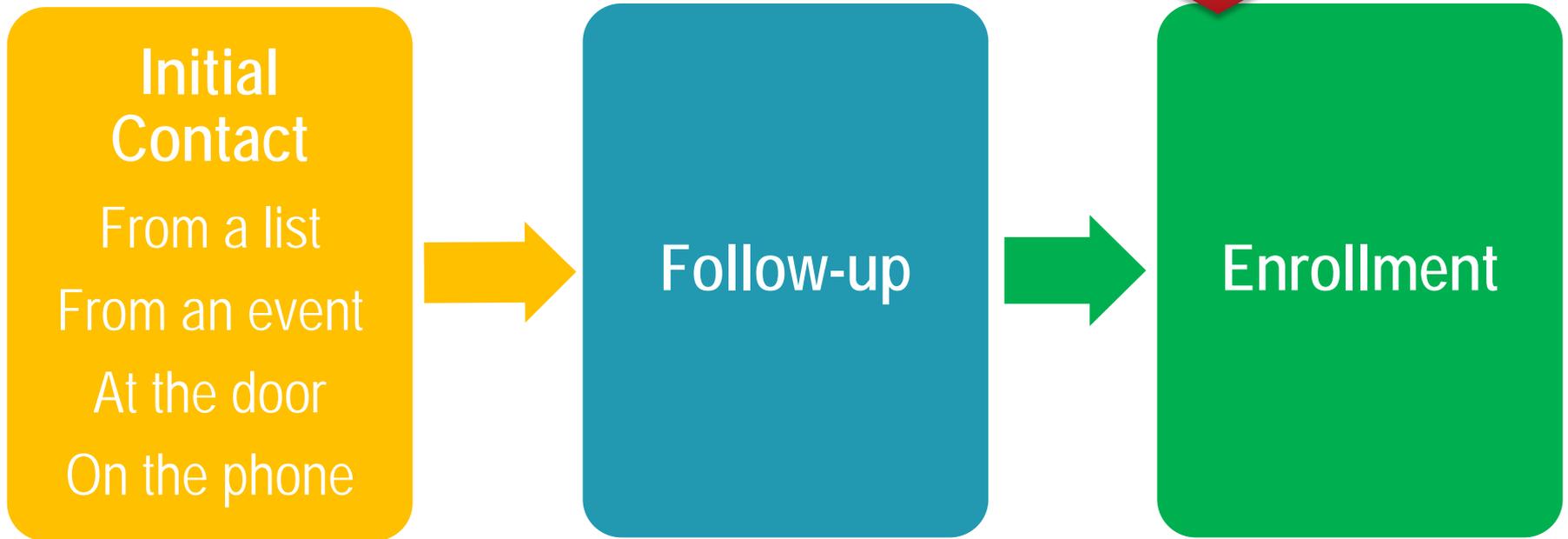
WHAT DOES IT MEAN TO FOLLOW UP WITH A CONSUMER?



Follow-up ensures that we remain in contact with consumers from initial outreach to enrollment and that **no consumer falls through the cracks.**

Relationship Building Cycle

How do you help consumers cross the finish line?



BEST PRACTICES FOR ENROLLMENT

- Make day and time appointments
- Confirm and remind consumers about appointments
- Prepare a check-list for documents
- Follow up with consumers



SPECIAL POPULATIONS

The Remaining Uninsured Present a Bigger Challenge

- Not well connected to social networks
- Personal or family challenges
 - Mental health issues
 - Substance abuse issues
 - People experiencing homelessness
 - Mixed status families

The Remaining Uninsured Present a Bigger Challenge



- Not well connected to social networks
- Personal or family challenges
 - Mental health issues
 - Substance abuse issues
 - People experiencing homelessness
 - Mixed status families
- Word of mouth, non-traditional networks
- Local case management CBOs
- Schools, churches, food banks, shelters
- Local immigration law centers
- Plan on additional contacts



HOW CAN WE HELP?

Local Enroll America Team



- Follow-up webinars for specific AB82 populations
- In-person training
- Intensity maps and data
- Resources and tools

A photograph of two women shaking hands across a desk. The woman on the left is wearing a patterned hijab and glasses, smiling broadly. The woman on the right has short hair and is also smiling. On the desk, there is a laptop, several papers, a mouse, and a water bottle. The background shows a window with a railing and other people in the distance. The entire image has a blue color overlay.

THANK YOU!