**Outreach and Enrollment: It’s Not Over Yet!**

*An outline of potential activities for O&E assistors post open-enrollment*

**Purpose**: This document is intended to give Community Health Center (CHC) Outreach and Enrollment (O&E) staff ideas on potential activities post the Marketplace open enrollment period. The document can also help O&E staff prepare for the next open enrollment period which will be from Nov. 15, 2014-Feb. 15, 2015.

**Technical Assistance**: If you need any technical assistance or additional resources in expanding on any of these activities and ideas, or if you have any questions about this document, please contact Sitora Rashidova, [sitora@cchn.org](mailto:sitora@cchn.org).

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*Before you start:*

* Define **goals** for this period. This can be as specific as “attend/host at least five outreach events” or as broad as “ensure all newly enrolled patients understand their coverage”.
* Use this as an opportunity to **reflect** with the O&E and entire CHC team on what went well and what could be improved.

**Educational Activi****ties**

*Help the* ***newly insured*** *understand and maximize their benefits through:*

* Workshops
* One-on-one appointments
* Group appointments
* Community events

**General coverage** information topics:

* Understanding benefits and how to use them
* How to maximize preventive care benefits
* Accessing benefits/services/medicines not covered by plans/out-of-network
* Proper emergency care use
* How to file appeals and grievances
* Differences between private insurance, public coverage and discount programs such as CICP

**Medicaid and Child Health Plan *Plus* (CHP+)** specific topics:

* Medicaid/CHP+ HMO plans
* How the Regional Care Collaborative Organizations (RCCOs) work and how to access a Care Manager through a RCCO
* The redetermination/renewal process
* Reporting changes
* Helping clients with fluctuating incomes stay covered and ensure care is not interrupted

**Private insurance and Marketplace** specific topics:

* Health insurance literacy
* Reporting life changes
* Enrolling in dental plans
* Staying covered
* APTC reconciliation
* Using CSRs

**Community Education**

*Help* ***your community*** *understand health reform:*

* Invite your **local and state legislators** to learn more about the ACA and what coverage means for your patients. Closer to open enrollment, they might hold **a town hall** or an enrollment event with your health centers’ participation. A town hall meeting can also be held through partnerships with other organizations in your community.
* Host general education sessions on health reform in your community. What topics would be of interest to your community?
  + Health reform related information: immigrants and the ACA, impact on Medicare, how the ACA is funded, why premiums vary by geography, etc.
  + Share patient stories and the impact health reform is making in your community.
  + Educate the public on the value of being insured to prepare them for the next open enrollment period.
* Organize and participate in **voter registration drives** and projects. Visit [www.communityhealthvote.net](http://www.communityhealthvote.net) for more information on voter registration drives for health centers.

**Communi****ty Support Services**

*The uninsured and newly insured will often have other unmet needs. Help connect them to community services in their area and programs:*

* + Food assistance: WIC, SNAP, food pantries
  + Transportation services
  + Domestic violence support
  + Shelter and housing
  + Support groups
  + Youth mentoring
  + Special Medicaid programs
  + Aging and caregiver resources
  + Literacy programs/GED programs
  + Stress management
  + Prescription assistance and other discount programs (hearing aid, eye glasses)
  + Disability resources
  + Disease specific resources and organizations

**Community O****utreach**

*Find new clients who may be currently eligible for coverage or are looking for coverage.*

**Medicaid and CHIP** Outreach

* Continue to hold Medicaid/CHIP enrollment events and let people know that Medicaid/CHIP enrollment is **year round**
* Target outreach events and activities to specific populations:
  + Public housing residents
  + Immigrants and refugees
  + Prisoners

**Marketplace** Outreach

* **SHOP** enrollment is year round: reach out to small businesses in your area and help them learn about their options
* Outreach **to Native Americans** (Native Americans can enroll once a month and do not have any out of pocket costs)
* Help people who are still dealing with appeals, waiting for Medicaid denials, or who get special enrollment periods because of glitches in the system
  + **Victims of domestic violence and abuse** have until **May 31** to apply. Reach out to shelters and organizations that work with domestic violence victims in your community.
* How to find people experiencing a **qualifying** **life change** in your community:
  + Visit high school, college, university and vocational school graduations
  + Present in college and high school classrooms-integrate ACA education in the classroom
  + Reach out to property managers of apartment complexes, real-estate agents to help new residents (who may have moved from another county or state) be informed about their new coverage options
  + Reach out to faith-based organizations (marriages, births, divorces, etc.)
  + Partner with your local courthouse (marriages, births, divorces, etc.)
  + Reach out to job centers and temporary work centers
  + Ensure all of the newborns at your health center are covered and parents are aware of their coverage options!
* Help people obtain **vision and dental benefits**

**Advocac****y**

* **Collect positive stories**: Collect stories about newly covered individuals and how access to care has made a difference to them. Stories can also be featured on your CHC’s website.

Organizations looking for stories:

* + [Insuring Our Future](http://www.insuringourfuture.org/stories/)
  + [Families USA](http://familiesusa.org/share-your-story)
* **Track, resolve, and document issues**: Help your patients who are still experiencing barriers to coverage and care. Issues to watch for:
  + People who are still dealing with appeals, waiting for Medicaid denials or those with a special enrollment period due to technical glitches
  + Insurance affordability for dependents on an employee plan (also called “the family glitch”
  + Movement between public and private insurance for those with seasonal incomes
  + College students who live out–of-state but are claimed by their parents in-state
  + High out-of-pocket costs and difficulty paying insurance bills, meeting deductibles, etc.
  + People who accidently go to out-of-network providers
  + Continued inability to afford health insurance and healthcare
  + Access to providers and specialists
  + Barriers to care due to immigration status
  + Difficulty understanding insurance bills

**Staff Professional Development**

* Trainings
  + Have staff attend trainings to prepare for the next open enrollment period.
  + Have a training topic you would like to see addressed? Contact your PCA.
  + Watch previously recorded trainings and webinars.
  + Create a training refresher plan before the next open enrollment period.

**Prepare for the Next** **Open Enrollment Period**

* Hire and train new staff if needed. Consider hiring more multicultural staff or staff that can meet specific needs. For example, hire someone with event organizing experience if more support with event planning was needed during the last open enrollment period.
* Create a work plan with attainable and measurable goals.
* Create an outreach plan-which events will your CHC participate in, which events you will host, reserve space, recruit volunteers if necessary.
* Create a marketing and communications plan and budget.
* Create a social media plan: create a social media calendar, increase followers.
* Develop new partnerships and strengthen existing ones with community organizations.
* Integrate O&E into the rest of the CHC: train all staff, create a referral system from clinical and administrative staff to O&E staff and vice versa. Make O&E goals an entire CHC effort!
* Increase multilingual resources.
* Update technology
  + Update O&E web pages with resources and information, calculator tools
  + Research online scheduling and application systems
  + Explore databases and maps of uninsured
  + Consider getting a direct O&E line
* Begin outreach in late August:
  + Back-to-school events
  + Enrollment pledge campaigns
  + Health fairs