



Get covered. Stay covered.

EnrollAmerica.org



Provider and Hospital Week of Action Toolkit

Last updated: 12/11/2015

Provider and Hospital Week of Action Toolkit Table of Contents

SECTION	PAGE #
Introduction.....	3
Fact Sheet.....	4
Blog Guidance.....	5
Blog Template.....	6
Template Letter to the Editor.....	7
Sample Social Media Guidance.....	8
Endnotes.....	9

Introduction

The 2016 Provider and Hospital Week of Action recognizes that getting affordable health coverage can be an intimidating process, but health care providers are well positioned to help the members of their community connect to coverage. Providers are on the frontlines and are trusted sources of health information. That's why providers and hospitals are coming together on the week of January 18 to help consumers get covered and stay covered.

About this Toolkit:

We hope this toolkit will provide you with ideas or guidance for how to give consumers the facts that they need about how to enroll in and retain quality, affordable coverage. Once you've committed to participating in Provider and Hospital Week of Action, use and share this toolkit containing templates and sample guidance for in-reach/outreach to help consumers in your community get covered and stay covered.

What Is Provider and Hospital Week of Action?

Provider and Hospital Week of Action (PHWOA for short) is a national coordinated week to highlight the critical role that providers and hospitals play in helping the uninsured enroll in and retain their health coverage in the days leading up to the January 31, 2016 deadline to enroll through the Health Insurance Marketplace. **The week of January 18 to 22 is an opportunity to bring providers and hospitals together to maximize and expand the opportunities to help consumers get coverage.** Last year's Hospital Week of Action, led by Enroll America and over 25 local partners, featured more than 80 events that gave consumers the chance to learn more about their coverage options or meet for free with an in-person enrollment expert to select a plan that fit their needs and budget.

What Can You Do?

As a provider, and a trusted resource, you can help get consumers the facts and information they need ahead of the January 31 deadline to sign up for coverage in 2016.

✔ Host or participate in enrollment events

You can partner with Enroll America and your local coalition to host an enrollment event during PHWOA. Visit: enrollamerica.org/partners/partner-with-us/.

✔ Generate earned media

Your hospital or provider organization can send letters to the editor, post op-eds, hold local-area press calls, or publish a blog post on your website to help get information in the hands of consumers. It's important to use the media to lift up the great work you are doing and let consumers know you are a resource they can turn to gain and renew coverage because local news is a top source for enrollment information.¹ An easy way to promote your clinic or hospital as a resource to help consumers enroll is by sending a press release to your local media outlets. Our team can provide you with a template; simply email communicators@enrollamerica.org.

✔ Share information via social media

Social media is another medium to share critical enrollment information and facts. Sending a tweet or a Facebook post promoting an enrollment event that you're hosting or other resources you have to help connect consumers to coverage is a simple way to amplify your work during PHWOA.

Fact Sheet

This fact sheet contains context on the enrollment landscape and quick information for providers and hospitals to know when working on outreach and enrollment efforts. Studies by Enroll America show that hospital and health care providers are among the most trusted voices for the uninsured when they have questions about their coverage choices.²

Important Dates for the Third Open Enrollment Period (OE3):

Make sure your community knows about these critical enrollment dates and deadlines.

November 1, 2015: Open enrollment began in the health insurance marketplace.

January 1, 2016: Coverage begins in the health insurance marketplace for those who signed up by December 15, 2015.

January 15, 2016: The deadline to sign up for coverage to begin on February 1, 2016.

January 31, 2016: Open enrollment ends in the health insurance marketplace.

✓ About the Uninsured Eligible for Marketplace Coverage in OE3

While millions have gained coverage, and need information about how to stay covered, there are still millions of uninsured who are eligible to enroll during the third open enrollment period.

- About **10.5 million uninsured Americans are eligible for Marketplace coverage** in OE3.³
- Almost **half of the uninsured** who are likely eligible for Marketplace plans are between the ages of 18 and 34.⁴

- Almost **40 percent of the uninsured** who qualify for Marketplace plans are living between 139 and 250 percent of the federal poverty level (about \$34,000 to \$61,000 for a family of four).⁵
- Approximately **one-third of the uninsured who qualify for marketplace plans are people of color:** approximately 19 percent are Hispanic, 14 percent are African American, and 2 percent are Asian American.⁶

As of September 2015, **17.6 million uninsured Americans have gained coverage** as the Affordable Care Act's coverage provisions have taken effect.⁷

✓ Messages That Consumers Need to Know

For helpful tips with the 5 key messages that consumers need to know and understand about their health coverage options, you can check out Enroll America's Communicators Guide: enrollamerica.org/Communicators.

The infographic consists of five colored boxes, each with a message and an icon. 1. Blue box: '1. FINANCIAL HELP IS AVAILABLE TO LOWER MONTHLY COSTS.' with a calculator icon. 2. Purple box: '2. IN-PERSON ENROLLMENT HELP IS AVAILABLE IN YOUR COMMUNITY.' with an icon of two people talking. 3. Red box: '3. COVERAGE HELPS PROTECT BOTH YOUR HEALTH AND YOUR WALLET.' with a plus sign and a dollar sign icon. 4. Orange box: '4. NEW PLANS AND NEW PRICES ARE AVAILABLE.' with a dollar sign icon. 5. Green box: '5. THERE IS A FINE FOR NOT HAVING COVERAGE.' with '\$695 or 1% of yearly income, whichever is more' text and a dollar sign icon.

Blog Guidance

Blog posts are a great way for providers to get their message online in a clear and concise way. Providers can publish blog posts on their own website, or cross-post on a partner's website, during Provider and Hospital Week of Action to help share facts and information that consumers need to know leading up to the enrollment deadline.

✔ Purpose

Blog posts help providers raise awareness about the January 31 deadline to sign up for coverage in 2016, and the fact that there is financial help to pay their monthly premium and free, in-person application assistance to help consumers find the plan that best fits their needs and budget. Content in the blog posts should share critical enrollment information and resources that consumers can use to get covered, including how the hospital or provider organization can help the consumer in the process. Blog posts can also highlight effective outreach and enrollment tactics being used by the hospital or provider in your network. The blog post can highlight their current work and help other stakeholders apply these to maximize the last weeks of open enrollment.



(hhs.gov/HealthCare/Coverage-to-Care/) and Enroll America's Health Insurance Literacy Resource Hub: enrollamerica.org/HIL/. You can publish your post on your organization's blog, in your newsletter, with your list-serve, or on a website like LinkedIn.

✔ Instructions

A blog entry should be short (300 words maximum). It is an opportunity to share a unique tactic that can be applied in existing outreach, education, and enrollment efforts during the last weeks of OE3 to help consumers get covered and stay covered. The focus can be on how to make a tried-and-true process simple and more effective, or on the ability to generate more media. Topics could include a specific method that refined the enrollment event model at a hospital, what worked well for a specific partnership, earned media efforts, or referral networks. If there is content that you can include about using or renewing coverage, please include that as well. For ideas about how to talk about using coverage, you can check out U.S. Department of Health and Human Services' Coverage to Care

✔ Timeline

Blog posts can be published during PHWOA or leading up to it. If the content is highlighting an enrollment event or a resource for consumers to check out, consider the best time to post it to ensure people have enough notice to participate. If the post is highlighting an effective outreach or enrollment tactic your hospital or provider organization uses, publish it during PHWOA to share as a resource for other providers to apply in the last few weeks of open enrollment. In the weeks leading up to January 18, email acalvillo@enrollamerica.org let us know if you're going to be publishing a post and we'll look to share it with the enrollment coalition.

Blog Template

During the past two open enrollment periods of the Affordable Care Act, [HOSPITAL/PROVIDER ORG] has helped countless [CITIANS] understand their options for health coverage. We've found that folks want to sit down with someone who can answer their questions and help them understand their new coverage options. They look to us and other health care providers as trusted resources to help them protect themselves and their families.

With that in mind, [HOSPITAL/PROVIDER ORG] has teamed up with the nonprofit Enroll America to launch the 2016 Provider and Hospital Week of Action to help make affordable health coverage a reality for [CITIANS]. From [DATE] to [DATE], we will be making free, in-person enrollment help available to every [CITIAN] who wants to meet with an expert.

Here at [HOSPITAL/PROVIDER ORG], we've found that sitting down with local help is a critical resource to the uninsured to make sure everyone can protect themselves and their families. In fact, Enroll America's studies show that someone who meets with an enrollment assister is **60%** more likely to successfully enroll. That's why we're dedicated to expanding access to these appointments this open enrollment period, which ends on January 31, 2016.

Provider and Hospital Week of Action recognizes that getting affordable health coverage can be an intimidating process, and health care providers have a responsibility to step up and help the members of their community. [Studies by Enroll America](#) show that hospital and health care providers are among the most trusted voices for the uninsured when they have questions about their coverage choices.

So if you need help enrolling coverage before January 31, you can visit the [Get Covered Connector](#) to find an appointment with one of our enrollment experts.

The Affordable Care Act is an historic opportunity for [CITIANS] to get covered – and [HOSPITAL/PROVIDER ORG] is here to help.

Template Letter to the Editor

As [TITLE] for [HOSPITAL/PROVIDER ORG], I've seen firsthand what the Affordable Care Act means for [CITY]'s uninsured. Every day, we work with [CITYIANS] who now have peace of mind because they know they can afford to get the care they need.

That's why [HOSPITAL/PROVIDER ORG] is partnering with the nonprofit Enroll America on the Provider and Hospital Week of Action to let consumers know about their coverage options. We're working with [ORGANIZATION] to connect consumers with free appointments with in-person enrollment experts that can help you understand your coverage options and enroll in a plan that fits your needs and budget.* Hospitals are holding similar events nationwide to help everyone access quality, affordable health coverage.

The plans truly are affordable for millions of uninsured Americans. Nationwide, 84% of marketplace enrollees qualified for financial assistance to lower their premiums. Most Americans are seeing their out-of-pocket costs drop, and you may as well. And the plans cover the care you need, from doctor and hospital visits to prescriptions and free preventive care.

Open enrollment lasts through January 31. So if you're uninsured, underinsured, or just want to learn about your options, come to [ADDRESS] from [TIME] on [DATE], and meet for free with an enrollment expert. Protect yourself and your family with quality, affordable health coverage.

*If this does not accurately reflect your event, feel free to update the language. However, keep it as concise as possible because longer Letters to the Editor tend to be less likely to be printed!

Sample Social Media Guidance

✓ Overview

Your social media posts should share the key messages that consumers need to know, such as the availability of financial help and in-person application assistance, how coverage helps protect both a consumer's health and wallet, the fact that new plans and new prices are available, and that there is a fine for not having coverage. If your post on social media can help connect consumers to an online resource such as a tool, the online marketplace, or a resource, make sure to link to it in your post (examples below).

For images and graphics to share with your networks to spread the word about the new, affordable health insurance options, the availability of local help, and all the ways consumers can benefit from having health coverage, you can check out: enrollamerica.org/Social-Media/

✓ Social Media Goals

- Your posts should share facts with consumers about how to sign up for coverage ahead of the January 31 deadline.
- Your posts should share resources that help consumers get covered and stay covered, and promote you as a place they can turn to.
- Your posts can promote effective outreach and enrollment tactics you use.

✓ Sample Tweets

- You never know what could happen – protect yourself and your wallet from the unexpected. See your estimated cost: <http://gtcvrd.am/1RZv38x>
- Fact: You can no longer be turned down or charged more for being sick or having a pre-existing condition #GetCovered #StayCovered

- Financial help to pay your monthly premium is available! #GetCovered by 1/31 or you may have to face a fine
- You can sit down and get application help w/someone in your area. Schedule your apt today: <http://gtcvrd.am/1j3O6SQ>
- **This tweet is only for states using HealthCare.gov:** This tool helps you estimate your personalized health insurance costs for the year: <http://gtcvrd.am/1HU11NT>
- Fact: More than 4 in 5 people who signed up, got help paying for it. #GetCovered by 1/31 #StayCovered



✓ Sample Facebook Posts

- You and your family deserve the peace of mind that comes from having health coverage in 2016. Make sure to check out RESOURCE/INCLUDE LINK to ensure you #GetCovered and #StayCovered by 1/31.
- **[NAME OF PROVIDER]** will be hosting an enrollment event on **[DATE]** from **[TIME]** at **[LOCATION]**. Let your friends and family know they can get their questions answered, learn how much financial help they qualify for to help pay their monthly premium, and sign up for quality, affordable health coverage before the January 31 deadline.



Endnotes

1. PerryUdem Research/Communication. (May 2014). *Why Did Some People Enroll And Not Others*, Enroll America. Retrieved from <https://s3.amazonaws.com/assets.enrollamerica.org/wp-content/uploads/2014/05/EA-PerryUdem-Survey-Report.pdf>.
2. Enroll America and Lake Research Partners. (January 2013). *Informing Enroll America's Campaign: Findings from a National Study*, Enroll America. Retrieved from <https://s3.amazonaws.com/assets.enrollamerica.org/wp-content/uploads/2013/11/Informing-Enroll-America-Campaign.pdf>.
- 3-7. Department of Health and Human Services. (September 2015). *Secretary Burwell Previews Third Open Enrollment*, Office of the Assistant Secretary for Planning and Evaluation. Retrieved from <http://www.hhs.gov/about/news/2015/09/22/secretary-burwell-previews-third-open-enrollment.html>. Retrieved from <https://aspe.hhs.gov/health-insurance-coverage-and-affordable-care-act-aspe-issue-brief-september-2015>.