

**Implementing Outreach  
and Enrollment  
Best Practices for  
Florida's Health Insurance  
Programs Under ACA**

**Satellite Conference and Live Webcast  
Wednesday, July 24, 2013  
12:00 – 1:30 p.m. Central Time**

Produced by the Alabama Department of Public Health  
Video Communications and Distance Learning Division

**Faculty**

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**Goals**

- Increase awareness
- Increase enrollment
- Increase retention
- Increase knowledge
- Build relationships

**Objectives**

- Simplify enrollment
- Coordinate coverage programs
- Outreach to eligible populations

**Key Questions**

1. What is happening and why do people need assistance?
2. What are the opportunities for consumer assistance?

**Who Will Enroll  
in the Marketplace?**

- Uninsured and under-insured Floridians between 100% and 400% of poverty
  - Including those with inadequate or unaffordable employer coverage

% of poverty level	Individual	Family of 4
100% FPL	\$11,490	\$45,960
400% FPL	\$23,550	\$94,200

### **Who Will Enroll in the Marketplace?**

- About 2.7 million uninsured Floridians in this range
- Most will not have had private insurance before

### **Who Will Enroll in the Marketplace?**

- Compared with existing private insurance market:
  - More racially diverse
  - Less likely to be English-proficient
  - Less formal education

### **Who Will Enroll in the Marketplace?**

- Uninsured and under-insured Floridians between 100% and 400% of poverty
  - Including those with inadequate or unaffordable employer coverage

### **The Law Increases Access to Care**

- There are thousands of new doctors and nurses in communities around the country and millions more patients getting care

### **The Law Keeps Your Children Healthy**

- The law makes it illegal to deny coverage to children because of a pre-existing condition like asthma or diabetes

### **The Law Keeps Your Children Healthy**

*“My son Wesley has an eye condition called strabismus, and I'd been worried because we already had one insurer drop us and another exclude Wesley's condition from coverage. Then, as the new patient protections under health reform began to take effect, we finally had the option of buying affordable health insurance without any exclusions for pre-existing conditions for Wesley.”*

*–Dawn J. in Florida*

### **The Law Increases Your Access to Affordable Care**

- Young adults under the age of 26 can now stay on their parents' health plans.
- 2.5 million young adults have already gained coverage because of this provision

### **The Law Increases Your Access to Affordable Care**

*"I honestly don't know what we would have done . . . There was no way we could have afforded it. I might not be here right now."*

- Kylie L., 23, in Illinois, who credits the health care law for enabling a life-saving heart transplant

### **The Law Makes Health Insurance More Affordable and Helps Keep Women Healthy**

- Free preventive services for women include:
  - Well Woman Visits
  - All FDA-approved contraception methods and contraceptive counseling

### **The Law Makes Health Insurance More Affordable and Helps Keep Women Healthy**

- Mammograms
- Pap smears
- HIV and other sexually transmitted infection screening and counseling

### **The Law Makes Health Insurance More Affordable and Helps Keep Women Healthy**

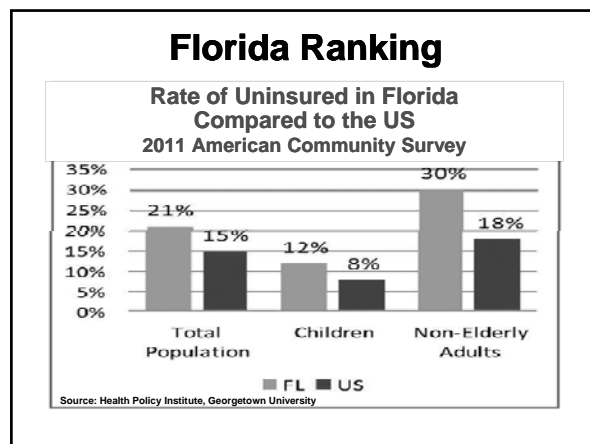
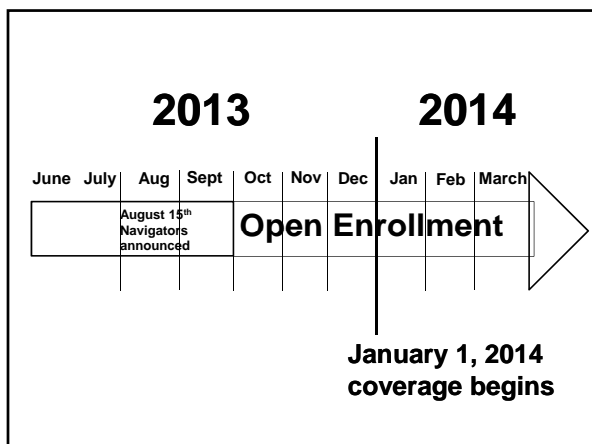
- Breastfeeding support, supplies, and counseling
- Domestic violence screening and counseling

### **The Law Provides Better Options for Getting Coverage and Ends Discrimination Against Women**

- Insurers can no longer charge women more just because they're women

**AND**

- All plans in the new marketplaces must cover essential women's health care like maternity care



- ### Developing Outreach Objectives
- Identify target population and strategies for developing an approach and setting goals
  - Develop tips for working with members of the media
  - Utilize techniques for partnership recruitment and activation

- ### Developing Outreach Objectives
- Use methods for tracking and evaluating your activities
  - Ensure clear and accurate information is disseminated to consumers

- ### Priorities for Successful Outreach in Florida
- Outreach is results driven and connected to actual enrollment
  - Use relevant messages for specific target populations
  - Partners use sound data demonstrating connection

- ### Priorities for Successful Outreach in Florida
- Partners share best practices and lessons learned for potential replication

### **Framework for Best Practices for Geographic Areas<sup>1</sup>**

- Adapted for specific locations by taking into account community resources and social context
- Takes into account key needs to be addressed

### **Framework for Best Practices for Geographic Areas<sup>1</sup>**

- Uses the following criteria:
  - Innovative
  - Positive impact
  - Sustainable
  - Reproducible

<sup>1</sup> Dotson, A. & Sharif, F. Best Practices and Models of Care in Rural Health: A Compendium for the Virginia Rural Health Access Council. Virginia's State Rural Health Plan, 2000

### **Florida's Outreach and Enrollment Program**

- Places application assistors in communities across Florida to enroll uninsured
- Ensure Navigators and Consumer Assisters are properly trained

### **Florida's Outreach and Enrollment Program**

- Provides "on-site" and "in-person" enrollment assistance for consumers in a variety of environments
- Will be culturally and literacy sensitive and competent

### **Florida's Outreach and Enrollment Program**

- Focuses on partnering with local organizations to reach the uninsured population
- Incorporates use of technology through online applications

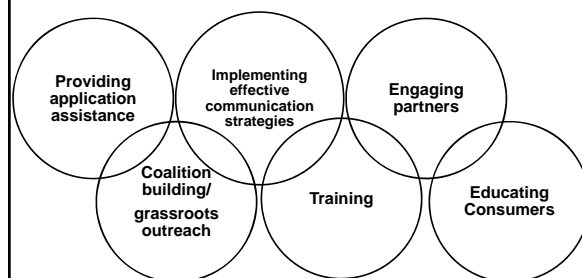
### **Finding the Uninsured**

- Where are the uninsured?
  - Key data indicators give us the best perspective
    - Small Area Health Insurance Estimates
    - Census Bureau Poverty Statistics

### Finding the Uninsured

- Use all data sources to build a profile of the area(s) you work in by examining, comparing and contrasting different data points to identify gaps
- Data doesn't give the complete picture but conversations with key stakeholders can help to guide your work

### What Will We Be Doing?



### Application Assistance Program

- Will utilize both Navigators and Certified Application Counselors (CACs) as well as FQHCs
- Identifying application sites
- Facilitate selecting a Qualified Health Plan (QHP)

### Application Assistance Program

- Provide referrals to appropriate office of health insurance consumer assistance as needed
- Ensure accessibility and usability of tools and functions for individuals with disabilities in accordance with ADA and section 504 of the Rehabilitation Act

### Implementing Effective Communication Strategies

- Grounded in research<sup>1</sup>:
  - Utilizes the most effective messages
  - Through the best messengers
  - Best ways to deliver messages

<sup>1</sup> Lake Research Partners & GMMB (2012)

### Implementing Effective Communication Strategies

- Enroll America will promote the Federal Facilitated Marketplace (FFM) in Florida where people will be able to comparison shop for coverage beginning October 1, 2013
- Uses digital outreach
  - Get Covered America

### **Implementing Effective Communication Strategies**

- Press enrollment events
- Media outreach

### **Engaging Partners: All Hands on Deck**

- Health and Human Services / Centers for Medicare and Medicaid Services
- Enroll America
- CHIP and Medicaid state agencies
- FQHCS
- United Ways

### **Engaging Partners: All Hands on Deck**

- Healthy Start Coalitions
- Health Planning Councils
- Businesses
- Labor Unions

### **Invest in Partnerships**

- Identification of stakeholders
- Increased public understanding
- Avoid redundancy
- Access to technical expertise and resources
- Leverage funding



### **Building Relationships Will Be a Continuous Priority**

- Keep in regular contact with partners
- Collect and share results
- Strengthen the relationships
- Recognize partners efforts
- Solicit feedback
- Share family stories
- Further engage partners in activities

### **Coalition Building / Grassroots Outreach**

- Enroll America will:
  - Open field offices where high concentrations of uninsured people live
  - Miami, Broward, Tampa, Orlando, Jacksonville

### **Coalition Building / Grassroots Outreach**

- Engage Floridians in their homes and communities, getting mothers talking to children, neighbors talking to neighbors, friends talking to friends about the changes and what the new law means to them

### **Coalition Building / Grassroots Outreach**

- Will target those most likely to lack health coverage and to qualify for subsidies or Medicaid, including young adults, Hispanics, and the poor, focusing efforts on outreach at community centers, churches, schools, health fairs, and the like

### **Coalition Building / Grassroots Outreach**

- Develop and maintain relationships with key stakeholders with communities including employers / employees, consumers and self-employed:
  - Expand existing local coalitions currently focused on reducing uninsured children

### **Coalition Building / Grassroots Outreach**

- Expand the Florida Covering Kids and Families Statewide Coalition
- Focus on housing, health care, and other organizations
- Reach out to the business community

### **Training**

- Navigators, Certified Application Counselors (CACs) and FQHC staff who will be helping consumers apply for coverage through the FFM in Florida will have to complete required training provided by HHS to receive certification

### **Training**

- Maintain expertise in eligibility, enrollment, and program specifications
- Holding informational sessions and trainings around the state
- Training assisters, providers and volunteer community partners



### **Educating Consumers**

- **Conduct public education activities to raise awareness about the exchange**
- **Provide information in a fair, accurate, and impartial manner**

### **Educating Consumers**

- **Provide information that is culturally and linguistically appropriate to needs of the communities being served, including individuals with limited English proficiency**

### **Cultural Competency**

- **Competency vs. awareness**
- **Language**
- **Using interpreters**
- **Written materials**
  - **English, Spanish, other**
- **Advocacy**

### **Contact Information**

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