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# **ENROLLMENT STRATEGIES**

# Agenda

- Enrollment Basics
- How to Increase Enrollment
- How to Host an Enrollment Event
- Potential Partnerships
- Evaluate Your Enrollment Plan/Event
- Questions

# Enrollment Basics

- Next open enrollment: November 15, 2014 – February 15, 2015
- Medicaid and CHIP: Year round
- Special enrollment due to a life change: Year round
  - Got married, had a baby, turned 26, released from prison
- Special enrollment for members of a federally recognized Tribe: Year round

# What You Can Do to Increase AI/AN Enrollment

- REACH
  - Convene your stakeholders or connect with an existing group, i.e. IHS, national/regional Indian organizations, Area Indian Health Board, etc.
  - Define your metrics
  - Develop a plan to get to your target audience, i.e. AI/AN individuals, families, elders, young adults, employers

# What You Can Do to Increase AI/AN Enrollment

- ENROLL
  - Align your shared resources with front-line staff (CAC, IHS staff, Navigators) and position them in the community
  - Use the power of the stakeholder group to broadcast a shared message

# What You Can Do to Increase AI/AN Enrollment

- COORDINATE
  - Have a plan in place to continue to close the gaps in information and enrollment populations
  - Over communicate your work
  - Celebrate your wins

# Capitalize On Your Strengths

- What has worked so far?
  - Focus on what you do well.
  - Build on what you have done so far.
  - Leverage relationships with your network.

# Capitalize On Your Strengths



# Messaging

- Know your audience
- “Peace of mind”
- Financial assistance messages are most effective
- Learn about your health insurance options
- Affordable! Affordable!
- Special AI/AN benefits

# Become CAC Certified

- **What does a Certified Application Counselor organization do?**
  - As a CAC organization, your staff and volunteers will help people understand, apply, and enroll for health coverage through the Marketplace. Your organization must agree to make sure that designated individuals complete required training, and that they comply with privacy and security laws, and other program standards.

# Become CAC Certified

- Your organization must:
  - Have processes in place to screen your staff to make sure that they protect consumer information.
  - Engage in services that position you to help those you serve with health coverage issues.
  - Have experience providing social services to the community.

# CAC Certified Organization

- If your organization is a health care provider, be sure to share with CMS what kind of health care you provide and any specific populations you serve.
  - Indian Health Service, Indian tribe, or urban Indian organization
  - Ryan White HIV/AIDS provider
  - Behavioral health or mental health provider
  - City, county, or municipal health department

# Assistance through the Marketplace

	<b>Navigators</b>	<b>Non-Navigator assistance personnel</b>	<b>Certified Application Counselors</b>	<b>Agents and Brokers</b>
State-based Marketplace	Yes	Optional for states	Yes	Optional for states
State Partnership Marketplace	Yes	Yes	Yes	Yes, if state permits it
Federally-Facilitated Marketplace	Yes	Yes	Yes	Yes, if state permits it

# Training and Certification Required

	<b>Navigators</b>	<b>Non-Navigator assistance personnel</b>	<b>Certified Application Counselors</b>	<b>Agents and Brokers</b>
State-based Marketplace	State training & certification (state may choose to use federal training)	State training & certification (state may choose to use federal training)	State training & certification (state may choose to use federal training)	State training & certification (state may choose to use federal training)
State Partnership Marketplace	Federal training & certification, which may be supplemented by the state	Federal training & certification, which may be supplemented by the state	Federal training & designation of organizations, which may be supplemented by the state	Federal training & registration
Federally-Facilitated Marketplace	Federal training & certification	Federal training & certification	Federal training & designation of organizations	Federal training & registration

# Host Enrollment Events

- Why plan an enrollment event?
  - An efficient tool to help maximize enrollment numbers among American Indians and Alaska Natives.
  - Popular with consumers, especially those living in rural areas, reservations, and near reservations.
  - Creates earned media possibilities.
  - Good volunteer opportunities.

# How to Set Up an Enrollment Event

- Step 1: Identify your target AI/AN population:
  - Individual consumers
  - Families
  - Young Adults
  - Elders
  - Employers

# How to Set Up an Enrollment Event

- Step 2: Build your event team: Find trusted partners/institutions/locations
  - Tribal community centers
  - Chapter Houses
  - Senior centers
  - Tribal colleges/universities
  - Libraries
  - Tribal national/regional organizations
  - Churches/faith-based organizations

# How to Set Up an Enrollment Event

- Step 3: Set a location and date for the event
  - Community centers, chapter houses, libraries, tribal colleges, etc.
    - Tribal colleges and libraries will have computers labs to use.
    - Free food and giveaways always attracts people to events.
  - Best to work backwards and set at least three weeks out

# How to Set Up an Enrollment Event

- Step 4: Recruit the most appropriate assistors/Navigators/CACs for the event
  - CACs from IHS facilities or tribal organizations
  - Navigators from the state or regional-grantee organizations or agencies
  - Non-Navigator personnel from state-grantee organizations
  - List of Navigator grantees by state:  
<http://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/navigator-list-10-18-2013.pdf>

# How to Set Up an Enrollment Event

- Step 5: Promote your event and recruit consumers through:
  - Tribal radio or newspaper ads
  - Canvassing and posting flyers in the community
  - Social media sites
  - Phone banking
  - Door knocking

# How to Set Up an Enrollment Event

- Step 6: Have a successful event!



# Engaging Tribal Colleges/Universities

- Why target TCUs?
  - Demographic make-up of TCUs.
    - Low-income students living on scholarships
    - Non-traditional students with no job-based insurance.
    - Students not on parent's insurance because it's not available.
  - Few offer student health plans.
  - Most are on reservations or near reservations, so the community outreach is present.

# Setting Up an Event at a TCU

- Contact the following entities to gain permission and/or interest:
  - Administration: Dean or Director of student activities and services
  - Faculty or relevant classes (social sciences, health, etc.)
  - Student life coordinators
  - Student leadership

# Engaging Faith-Based Communities

- Why target faith-based communities?
  - They are trusted messengers.
  - Working with a local congregation to reach individuals and families in tribal areas can be an effective way to break down myths while providing information.

# Events with Faith-Based Communities

- Health Care from the Pulpit:
  - Conduct a “Health Care from the Pulpit” tabling event.
  - Activate a “Heal-the-Community [or Tribe]” Health Outreach Ministry.
  - Host a “Tribal Health Coverage Enrollment Summit”

# Develop an Evaluation Plan *Before* You Implement

- Why evaluate?
  - Identify which outreach strategies and partners reach the most consumers.
  - Basis for future funding requests.

# Develop an Evaluation Plan *Before* You Implement

- Things to consider:
  - How will you know if your strategy was effective?
  - What outcomes will you be measuring?

# Develop an Evaluation Plan *Before* You Implement

- Suggested questions:
  - How did consumers hear about your organization?
  - How did they get your phone number?
  - How did they come to attend a particular enrollment event?
  - How many consumers created an account?
  - How many successfully enrolled?



# Questions?

# Contact Information

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