



American Indian & Alaska Native

ENROLLMENT STRATEGIES FOR THE HEALTH INSURANCE MARKETPLACE, MEDICAID & CHIP

Agenda

- Enrollment Basics
- How to Increase Enrollment
- How to Host an Enrollment Event
- Potential Partnerships
- Questions

Enrollment Basics

- Next open enrollment Period: November 1, 2016 – January 31, 2017
- 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 (TCAC, 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

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 assistants/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 for 2015-2016:

https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/2015_Navigator_Grantee_Summaries

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!



Potential Partnerships

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”