

Maximizing Enrollment

Transforming State Health Coverage

The Personal Touch: Delivering Community-Based Application Assistance

Connecting Kids to Coverage 2011: 2nd National Children's Health Insurance
Summit
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7 Steps to Maximize Enrollment

1. Simplify the Enrollment and Renewal Process
2. Conduct Community-Based Outreach and Application Assistance
3. Use Technology
4. Promote a Culture of Coverage
5. Engage Leaders
6. Engage Partners
7. Marketing Efforts



Source: V. Wachino & A. Weiss, “Maximizing Kids’ Enrollment in Medicaid and SCHIP: What Works in Reaching, Enrolling and Retaining Eligible Children,” February 2009.

Building Upon Existing Experience

- Maximizing Enrollment state examples of partnerships to provide community-based enrollment assistance
 - Illinois
 - Massachusetts
 - New York
 - Alabama



Illinois

- AllKids Application Agents (AKAA)
 - CBOs including: faith based, day care centers, local govt, unions, medical providers, school districts, etc
 - Assist families to complete applications and contribute to outreach activities/campaigns
 - Most receive technical assistance payments (TAPs) of \$50 for completed app that results in new coverage
 - State offers trainings and provides instructional manual
 - To date there are 1,000+

More MaxEnroll Assistance Models

New York – Facilitated Enrollers

- CBOs, including faith-based, neighborhood Settlement homes, health plans, and more
- Some FEs are funded through grants, but are not pd per app

Alabama – Technology with the human touch

- All Kids partnering with AL Primary Health Care Assoc. to place coverage application kiosks with language assistance tool in Federally Qualified Health Centers (FQHCs)
 - By end of 2011, kiosks will be in ~ 50 FQHCs