



The Crucial Role of Community Based Education, Outreach and Enrollment under ACA – Developments in California

November 2011





To Be Covered

- The value of community based outreach, enrollment, retention & utilization (OERU) in ACA implementation –findings from our research
- Community based OERU - a foundation for navigation under ACA



What is CCHI

- Statewide Association of Children's Health Initiatives (CHIs) and Outreach & Enrollment entities
- 24 CHIs, 14 Outreach & Enrollment partners and contacts in 54 of 58 counties
- Represent where 95% of state population resides
- Extensive network of certified application assistants, promotoras, and health outreach workers



CCHI Map





The Value of Community Based OERU

- Responding to local needs and populations
- Assistants from the community, speaking the language
- Developing an ongoing trusting relationship



Our Work on Community Based OERU

- Gather data and research
- Report on value of community based OERU under ACA
- Promote community based OERU as part of the solution to the enrollment dilemma in 2014
- Work to define the Navigator Program



Our Report – A Trusted Voice: Leveraging the Local Experience of Community-Based Organizations in Implementing the Affordable Care Act

Report commissioned by CCHI, funded by Kaiser Permanente

Methodology

- Literature review
- Interviews with outreach providers and experts in California
- Comments on draft from providers, state and national organizations



Key Findings

1. Community-based entities that are trusted and knowledgeable about local circumstances and opportunities provide the most effective outreach and enrollment.
2. The most successful outreach and enrollment efforts employ a variety of approaches and strategies simultaneously.



Key Findings (2)

3. Community-based outreach and enrollment succeeds when it is culturally and linguistically competent.
4. Outreach and enrollment efforts are most successful when they involve a broad network of organizations and include strong linkages to county and state agencies.
5. Outreach using an “umbrella strategy” that offers something for everyone, as opposed to addressing only specific programs, is critical to enrollment success.



Key Findings (3)

6. Community-based outreach and enrollment can utilize and extend the reach of web-based and other technological enrollment strategies, and provide critical assistance in negotiating those systems to individuals who need it.
7. Outreach and enrollment efforts require adequate, reliable, and continuous financial support.



Key Findings (4)

8. Outreach and enrollment workers need comprehensive, interactive and ongoing training.
9. Person-to-person outreach and enrollment efforts are effective in promoting retention and utilization, helping people remain insured and access care appropriately.



Recommendations (1)

- Build on Outreach and Enrollment Strategies That Have Proven Effective
 - Use the existing community-based infrastructure as the basis for new enrollment efforts and build on it to meet the additional scope and complexity of ACA.
 - Involve existing OERU entities in planning.
- Establish a Statewide (or Regional) System of Outreach and Enrollment Assistance



Recommendations (2)

- Maximize the Impact of the Navigator Program in the Exchange
 - Allow participation of a broad array of organizations and individuals in the Navigator program.
 - Ensure that Navigators are knowledgeable about and can assist with both public coverage programs and qualified plans in the Exchange.
 - Plan for and support outreach and enrollment functions independent of and in addition to the Navigator program.



Recommendations (3)

Develop Targeted Outreach Strategies for Medicaid-Eligible Adults

Focus on Retention and Utilization

Develop Outreach Strategies for Moderate-Income Families and Individuals

Identify Funding Streams to Support Community-Based Outreach and Enrollment



Navigation: The Frontier for Community Based Outreach and Enrollment

- Community based assistors are uniquely positioned
- Get engaged in your state in developing the Navigator program



The Role of Navigators under ACA

- Share information fairly and impartially
- Conduct public education on health coverage
- Facilitate enrollment in qualified health plans
- Refer to consumer assistance groups or statewide agencies for grievances, complaints or questions
- Provide information in culturally and linguistically competent and sensitive manner, provide accessibility for those with disabilities



Potential Roles of Navigators

- Provide enrollment assistance in full range of coverage options (including public programs)
- Conduct education about how to use health coverage (utilization)
- Assist with applications for federal tax credits/subsidies
- Help enrollees stay covered (retention)



Proposed Federal Exchange Regulations Released July 11th

- Meet licensing, certification or other standards as determined by the state
- No conflict of interest during Navigator term
- Program must include at least 2 types of entities listed in ACA, including one CBO and/or cross section of organizations



Designing a Navigator Program

- Payment structure (grants, enrollment reimbursement, commission type structure)
- Scope of navigator role in state (federal regulations a floor)
- Training, certification and licensing (state to determine)
- Financing of the program



Where to Start in Your State

- Begin (or continue) discussions about your state's navigator program
- Develop your own principles or fundamental documents
- Start a work group with other consumer advocates, health plan reps, exchange staff and state agencies
- Ask the exchange to start a stakeholder group on the Navigator program



Final Thoughts

- Seize the moment – it won't come again
- Lay out the welcome mat – create the culture of coverage
- Institutionalize sustainable financing for education, outreach and enrollment





Thank you

For more information, contact
Suzie Shupe
Executive Director
707.527.9213
sshupe@cchi4families.org

<http://www.cchi4families.org>

A Trusted Voice: Leveraging the Local Experience of Community Based Organizations in Implementing the Affordable Care Act can be found at <http://cchi4families.org/cms-assets/documents/30167-92179.cchinewwpoutreachprint-1050411.pdf>