
Making the Online Application Process More Consumer Friendly...One Click at a Time



CMS National CHIP Conference

November 2, 2011



Social Interest Solutions



Independent, non-profit technology and policy solutions provider with over a decade of experience connecting low-income families to programs and services

- Software development, implementation, maintenance and enhancement
- Policy analysis and advocacy
- Wrote Section 1561 of ACA
- Working with ONC and states on ACA implementation
- Managing One-e-App systems in AZ, CA, MD, IN and soon in FL

One-e-App Technology

- Web-based screening and enrollment system (assisted and unassisted)
- Provides screening and enrollment across a range of programs including Medicaid, CHIP, SNAP and more
- Delivers applications, signatures and documentation electronically via Internet
- Stores electronic record of documents and all transactions for re-use
- Supports new, changed and renewal applications
- Provides other features and functions to support consumers

One-e-App Technology

Started this journey more
than 10 years ago

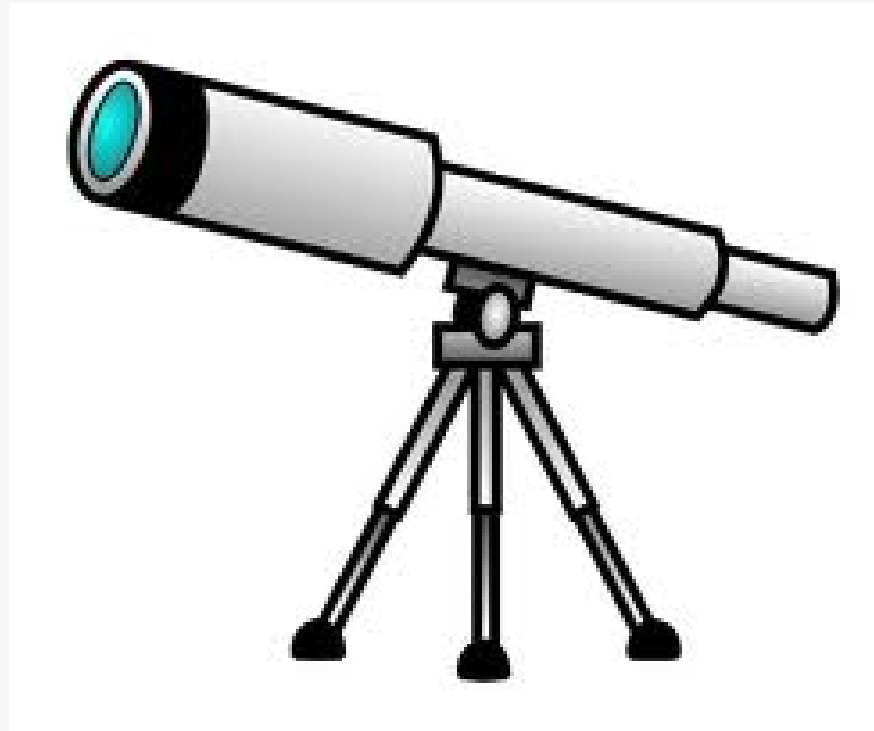
It Didn't Happen Overnight



It Didn't Happen Without Teamwork



It Didn't Happen Without Vision and Leadership



With State and Local Partners

- One-e-App has screened more than 9 million individuals and generated more than 11 million applications
- Used in almost 200 hospitals and clinics as well as CBOs, schools, Family Resource Centers, Food Banks and more
- It supports multiple access channels: in-person, unassisted online, call centers and mobile devices

Highlights: Examples of Features and Functions to Help Close the Loop for Consumers

Real Time Help – In Different Ways

The screenshot shows a web browser window titled "One-e-App Help Center - Windows Internet Explorer". The address bar displays the URL "https://www.assistedoneeapp.info/App/Pop_Gethelp.aspx?". The page content includes the "oneeapp" logo with the tagline "One Stop Access to Health Insurance". An "Application ID: 21004201129800094" is shown at the top right. On the left, a "Find Help" section features a magnifying glass icon and links for "How to Contact Us" and "Links to Learn More about One-e-App, Programs and more ...". On the right, three contact options are provided: "Chat with us online!" (Monday-Friday 8am to 8pm PST), "Email us!" (24 hours a day, 7 days a week), and "Call us!" (Phone support is from 8am to 5pm PST, 1-866-429-1979). A "Close" button is located at the bottom right of the content area. The browser's status bar at the bottom shows "Internet" and a 100% zoom level.

Directions...Just in Case

The screenshot shows a web browser window titled "Local Agencies - Windows Internet Explorer". The address bar contains the URL "http://65.74.152.78/FS_Pop_show_providers.aspx". The page content is titled "Local Agencies" and features three tabs: "LIST ONLY", "MAP & LIST", and "MAP ONLY". The "LIST ONLY" tab is active, displaying a list of six Family Resource Centers with their addresses and phone numbers. To the right of the list is a map of San Diego and surrounding areas, with red pins marking the locations of the agencies. The map includes labels for various cities and landmarks, and is powered by Google. At the bottom of the page, there are "Print" and "Close" buttons. The browser's status bar at the bottom shows "Done", "Local intranet", and a 100% zoom level.

Local Agencies

LIST ONLY MAP & LIST MAP ONLY

- Family Resource Center - North Inland**
620 E. VALLEY PARKWAY,
Escondido, CA, 92025
Phone:
- Family Resource Center - El Cajon**
220 S. 1st Street,
El Cajon, CA, 92019
Phone:
- Family Resource Center - Lemon Grove**
7065 Broadway,
Lemon Grove, CA, 91945
Phone:
- Family Resource Center - Metro**
1130 10th Avenue,
San Diego, CA, 92101
Phone:
- Family Resource Center - North Coastal**
1315 Union Plaza Court,
Oceanside, CA, 92054
Phone:
- Family Resource Center - Northeast 2**
5001 73rd Street,
San Diego, CA, 92115
Phone:

Map data ©2011 Google - Terms of Use

Print Close

External Data Verification Where Possible

The screenshot displays the 'oneeapp' website interface. At the top, the logo 'oneeapp' is visible with the tagline 'One Stop Access to Apply for Assistance'. A progress bar indicates the current step: 'step 2: Your Household'. Below this, a navigation menu shows five steps: 1 Getting Started, 2 Your Household (highlighted), 3 Household Income, 4 Other Information, and 5 Preliminary Eligibility.


The main content area is titled 'Tell Us Your Address'. Below this, there is a section for 'Home and Mailing Address' with a form containing the following fields:

- Zip Code: 92101
- Delivery Type: Street Address
- Street Number: 202
- Prefix: (empty)
- Street Name: C
- Post Direction: (empty)
- Unit Type and Number: -----Select One-----
- City: San Diego
- State: California
- Zip: 92101
- County: San Diego


A pop-up window titled 'United States Postal Service Address Check Results' is overlaid on the right side of the page. It displays a 'Success!' message: 'United States Postal Service found a match to the address that you have provided. For your confirmation the address is displayed below.' The verified address is shown as '202 C ST, SAN DIEGO CA 92101'. A 'Close' button is located at the bottom of the pop-up.

At the bottom of the page, there are links for 'View Application Summary | Get Help' and 'Report a Bug/Make a Suggestion'. A green 'Next' button is also present.

Tailored Document Checklist

 **Document Cover Sheet**
Temporary Documents

14406711

Application ID: **21004201127600330** 

Primary Informant: **Melissa Jones** Date: **10/4/2011**
Other Persons: **Jenny Jones**

Address: **202 C ST, San Diego, California, 92105**
Phone: **(H)(999)888-7777**


Please mark an "X" in the check box next to each document you are faxing. Example

Please fax to **(916)779-8187**

Documents Attached

- Food Stamps
- Proof of Income (Melissa Jones)
- Proof of Address and State Residency (Jenny Jones, Melissa Jones)
- Food Stamps Rights & Declarations (Jenny Jones, Melissa Jones)
- Rights and Responsibilities (DFA285A3) (Melissa Jones)

Notes:

 **SD211SSTEMP**
21004201127600330

Integrated Applicant Survey Tool

Change Font Size A A A

Fresno County

- 1 Getting Started
- 2 Your Household
- 3 Household Income
- 4 Other Information
- 5 Preliminary Eligibility
- 6 Additional Information
- 7 Program Information
- 8 Next Steps

Evaluation Questionnaire

	Question	Maria Hernandez	Jose Hernandez	Paula Hernandez	John Hernandez
2.0	During the past 12 months, how many times did this child go to a hospital emergency room?				
	Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	1 time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Don't Know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Refused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	10 to 12 times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	More than 12 times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	2 or 3 times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	4 to 9 times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Same Answer for All person(s)

Voice Signatures

San Diego 211 pioneers voice signatures to complete the application process by phone.



Looking to 2014: Experience and Innovation in Improving the Consumer Experience Can Inform the Future

A Glimpse at 2014: Health Insurance Exchanges

- A single place to apply for public and private coverage
- External Data Verifications
- Supporting self-service and assisted channels
- Data Sharing Authorization / Consent
- Signatures (voice, electronic, print and scan/fax)
- Point in time verifications if needed (scan, fax, mail)
- And More...
- Learn from the past!

Claudia Page
Social Interest Solutions
510-273-4641
cpage@socialinterest.org
<http://www.socialinterest.org>