

# Survey of Health Insurance Marketplace Assister Programs

Alliance for Health Reform

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An estimated

**10.6 MILLION** consumers

nationally received help from

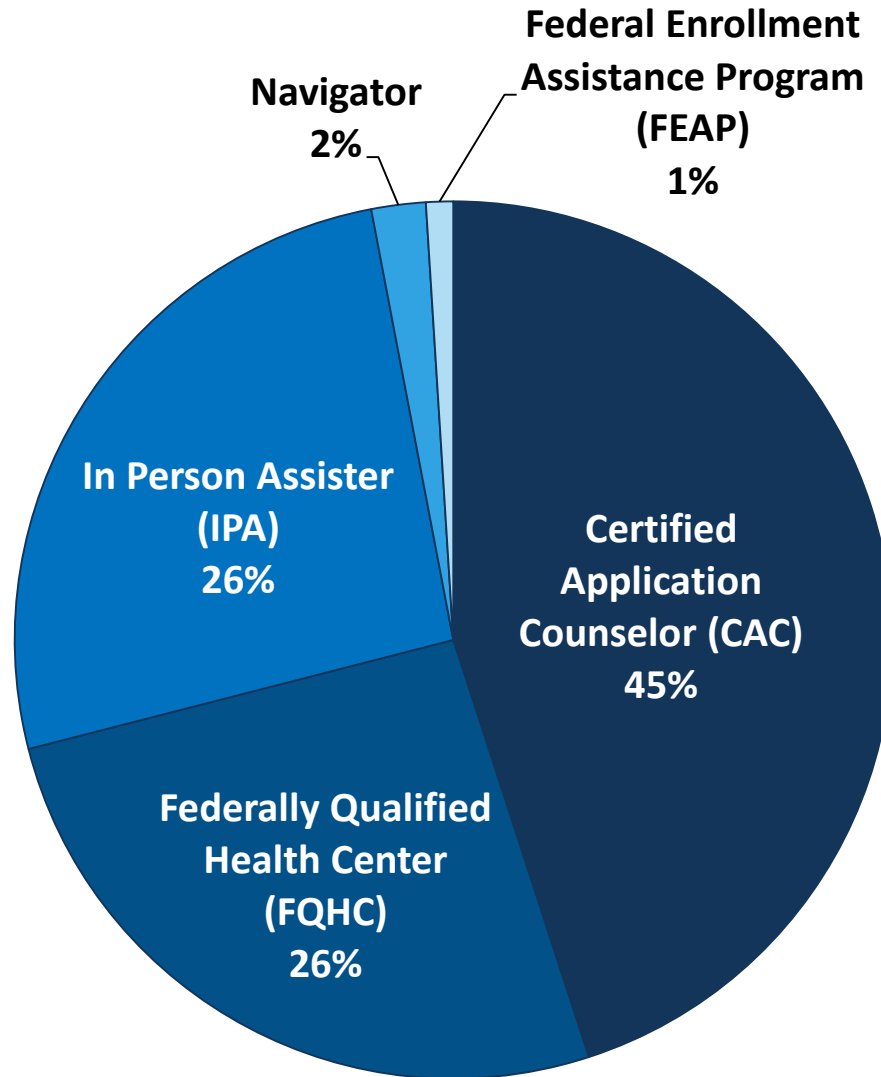
**28,000** navigators  
and **assisters**

during ACA enrollment



Figure 2

# Types of Assister Programs

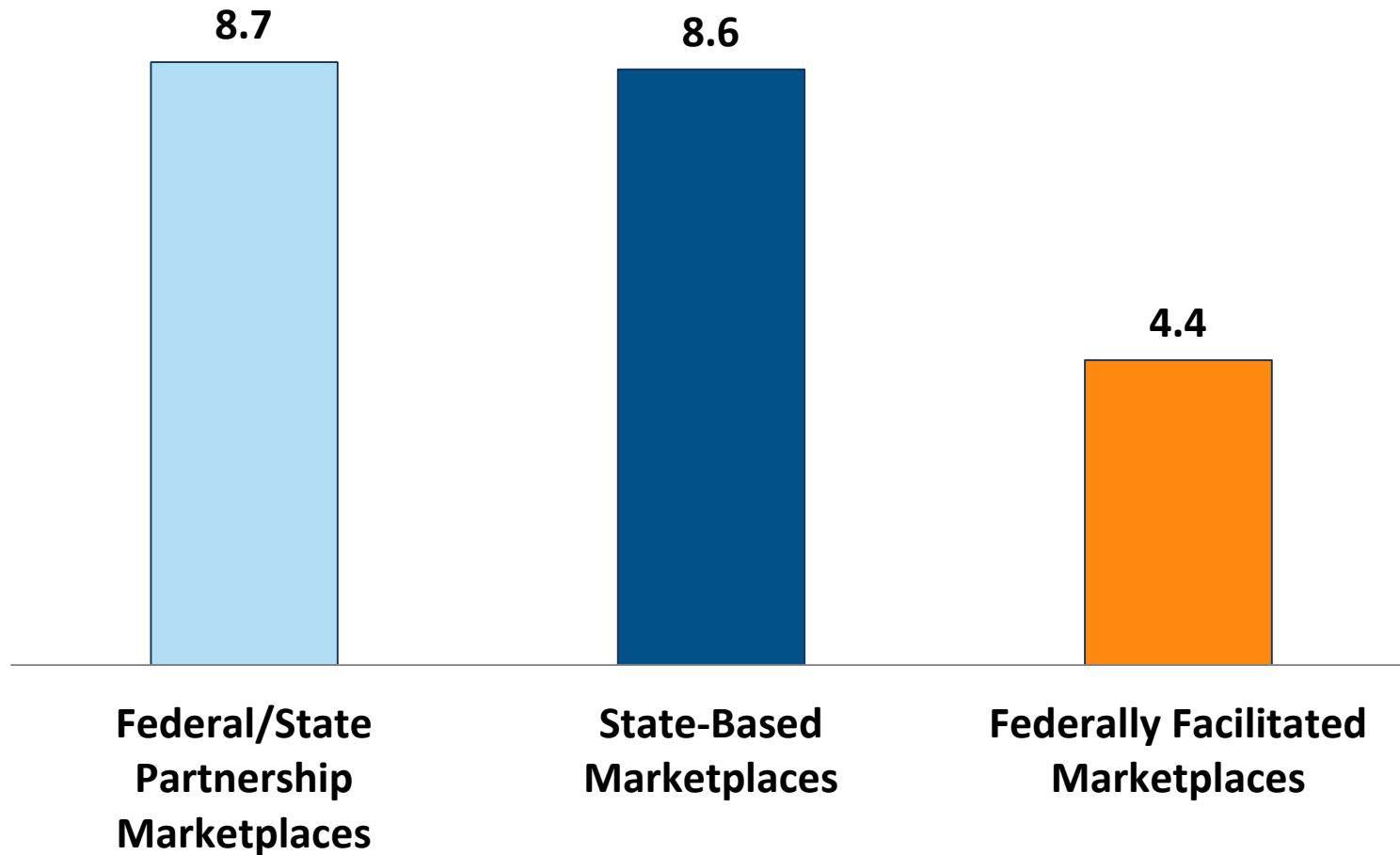


SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 3

# Number of Assisters Relative to Uninsured Population across Marketplace Types

Number of Assister Staff Per 10,000 Uninsured

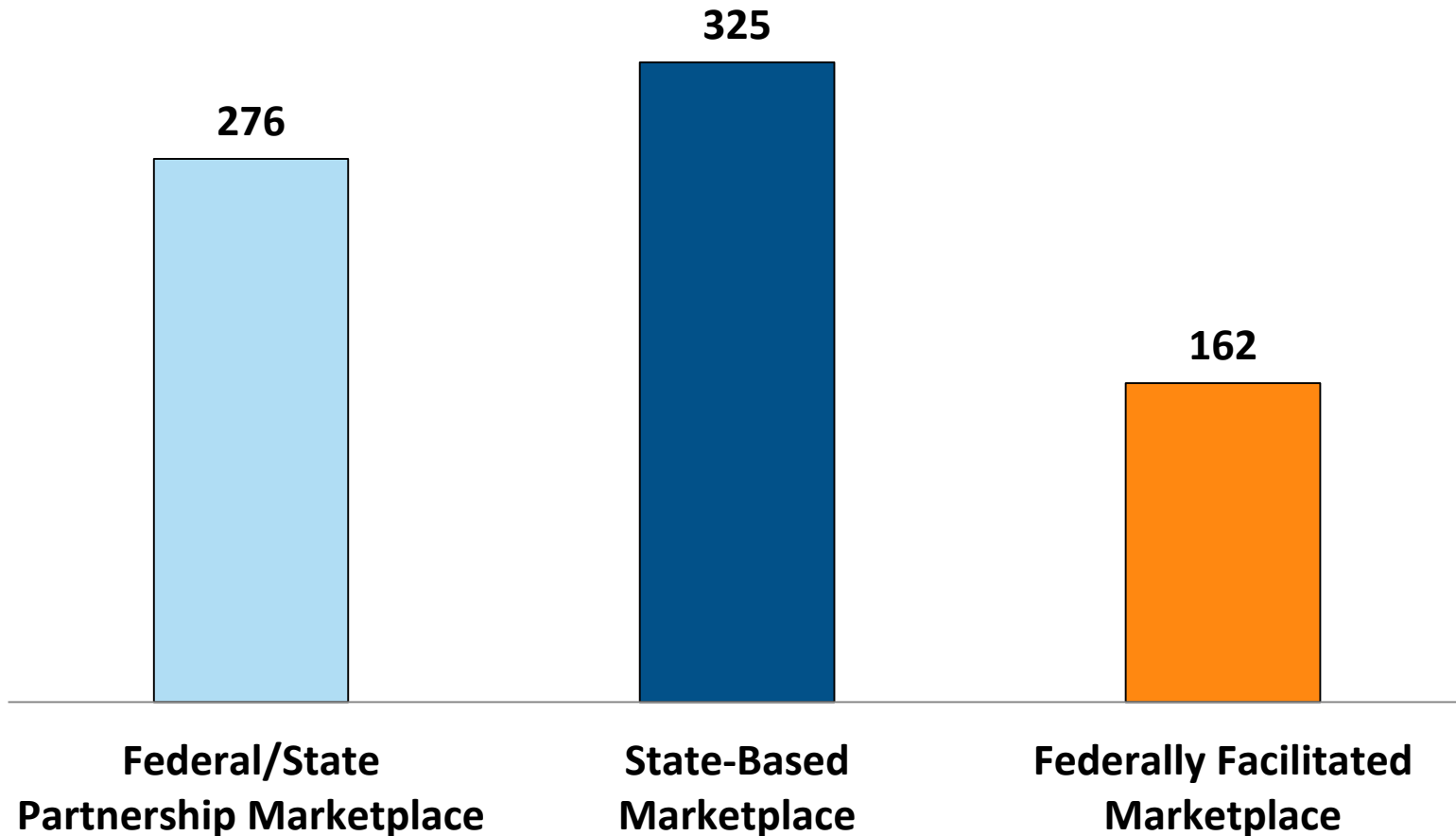


SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 4

# Number of People Helped Relative to Uninsured Population across Marketplace Types

Number of People Helped per 1,000 Uninsured

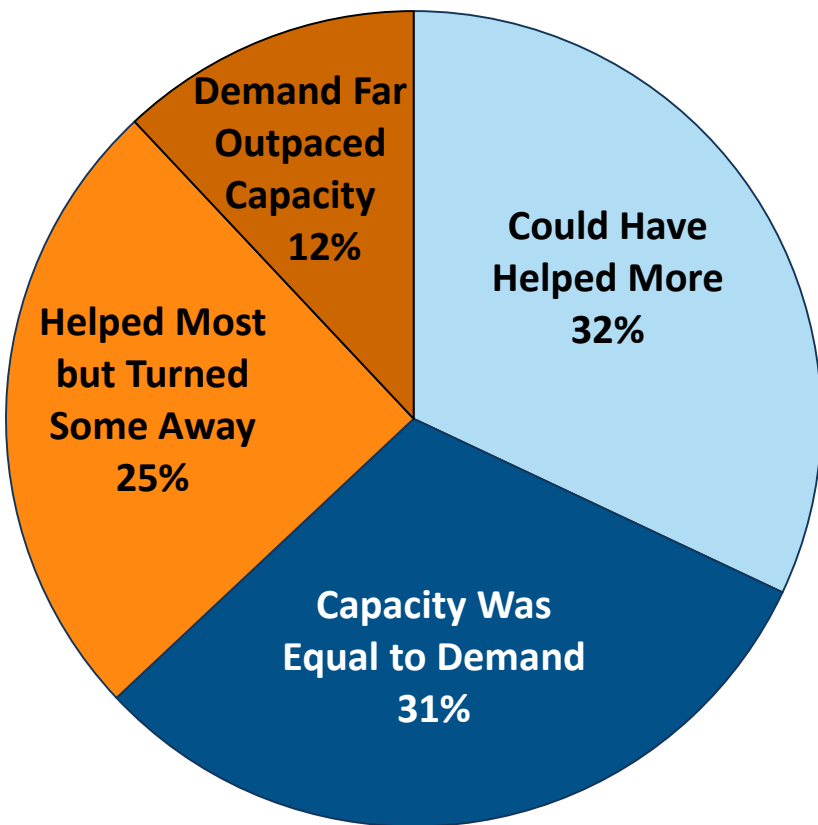


SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 5

# Demand for Consumer Assistance vs. Assister Program Capacity

General Open Enrollment



Final Two Weeks of Open Enrollment

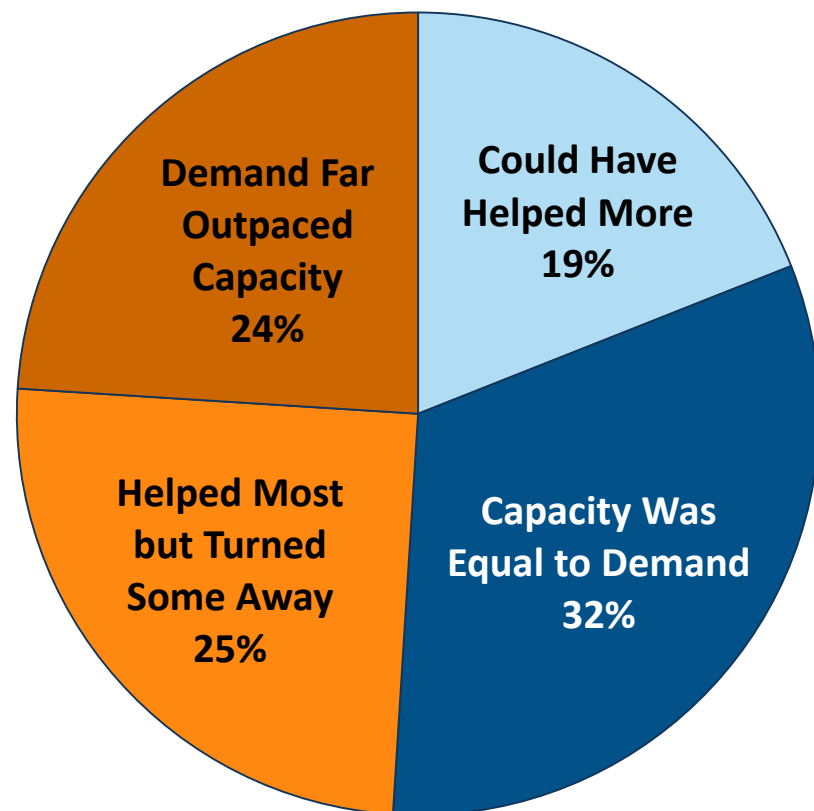
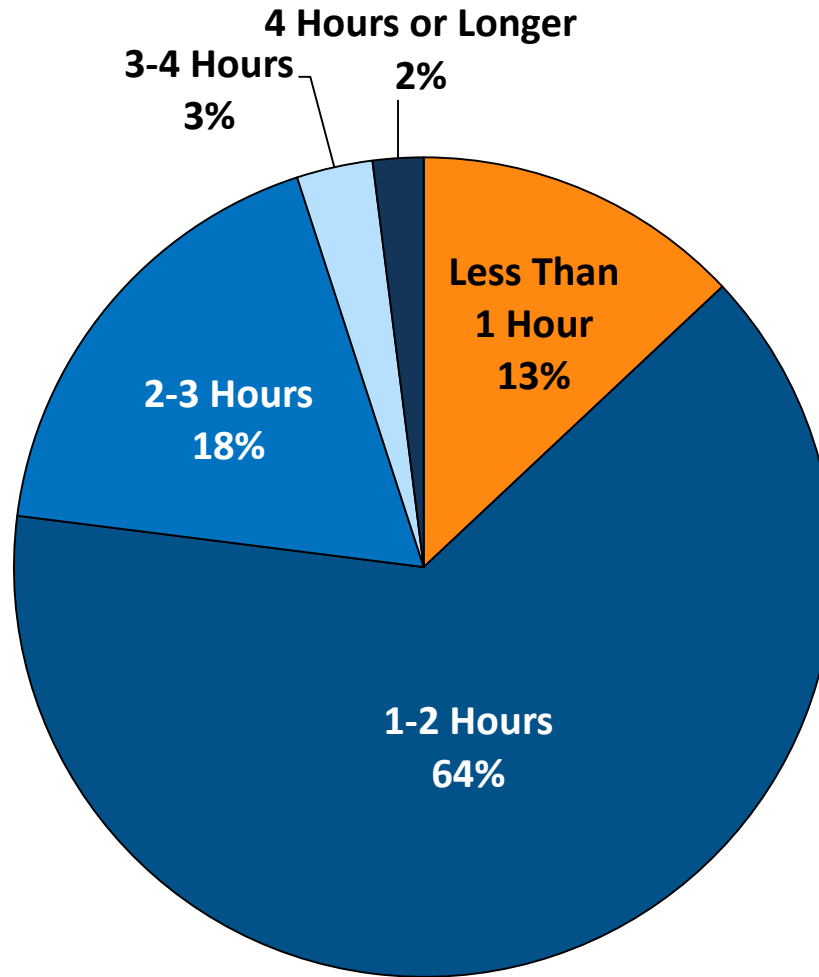


Figure 6

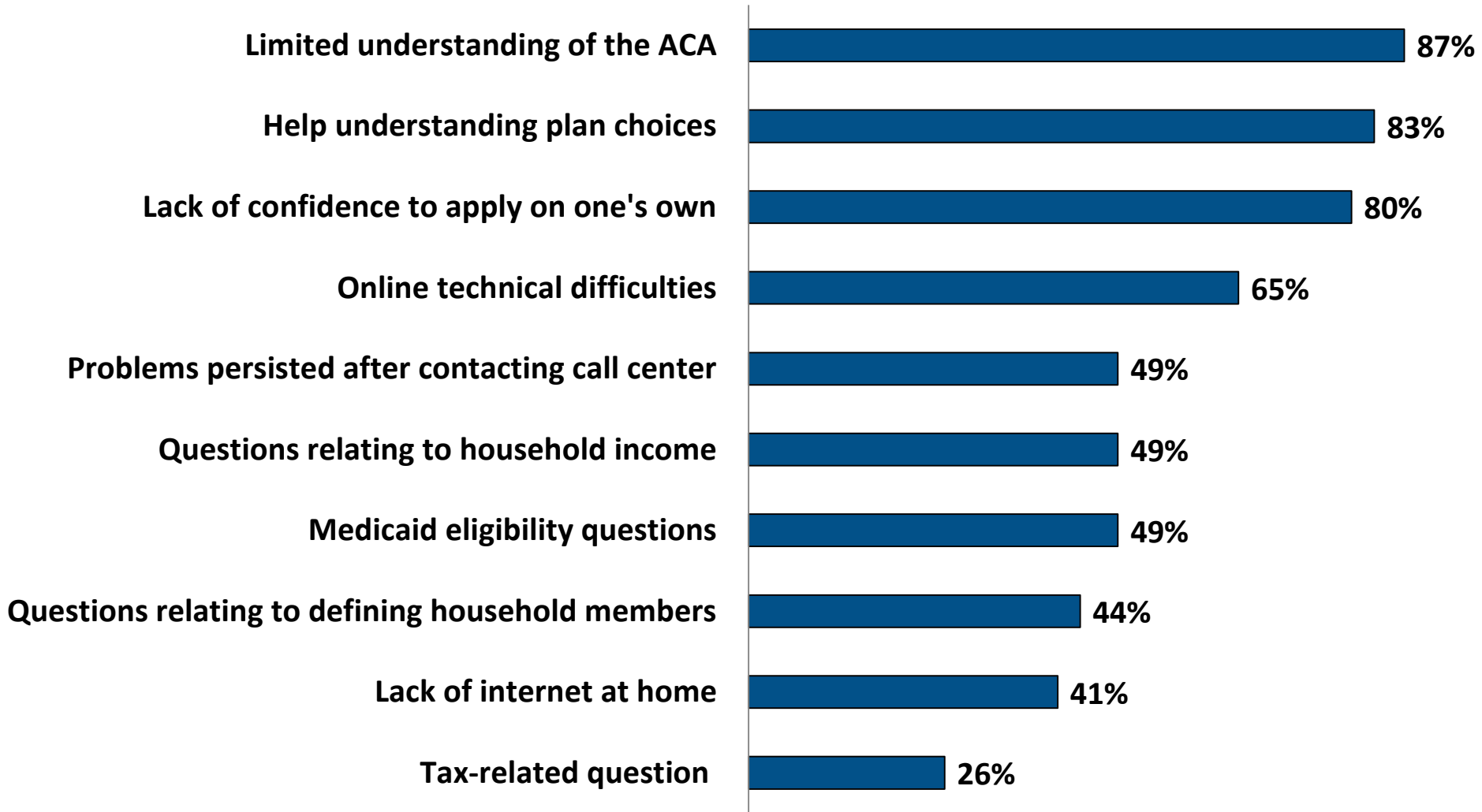
# Average Time Assister Programs Spent Helping Each Client



SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 7

# Top 10 Reasons Consumers Sought Help



NOTE: This figure indicates the share of Assister Programs that reported Most or Nearly All consumers sought help for these reasons during open enrollment. See Appendix Table 8 for full results.

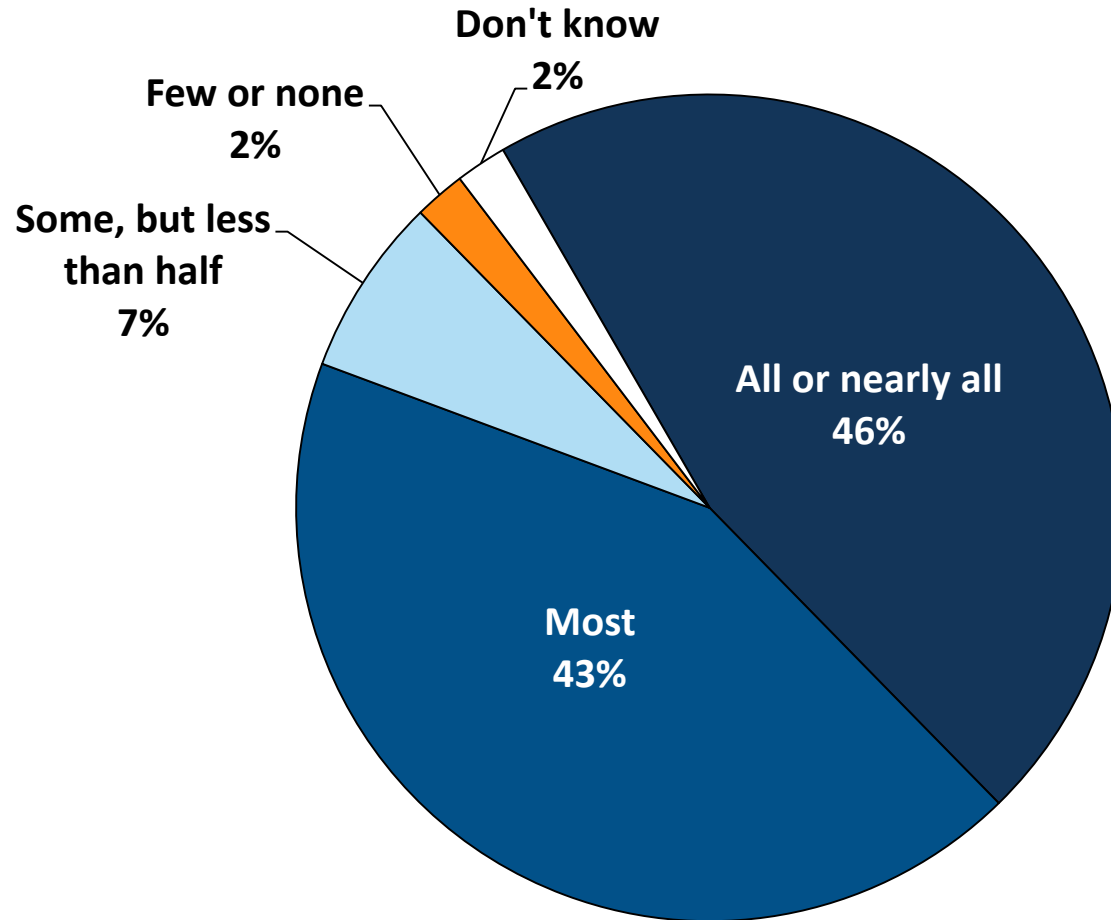
SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.



Figure 8

## Consumers Seeking Help Who Were Uninsured

Of the people your Assister Program helped with eligibility and enrollment in health coverage, roughly how many were uninsured at the time they sought assistance?

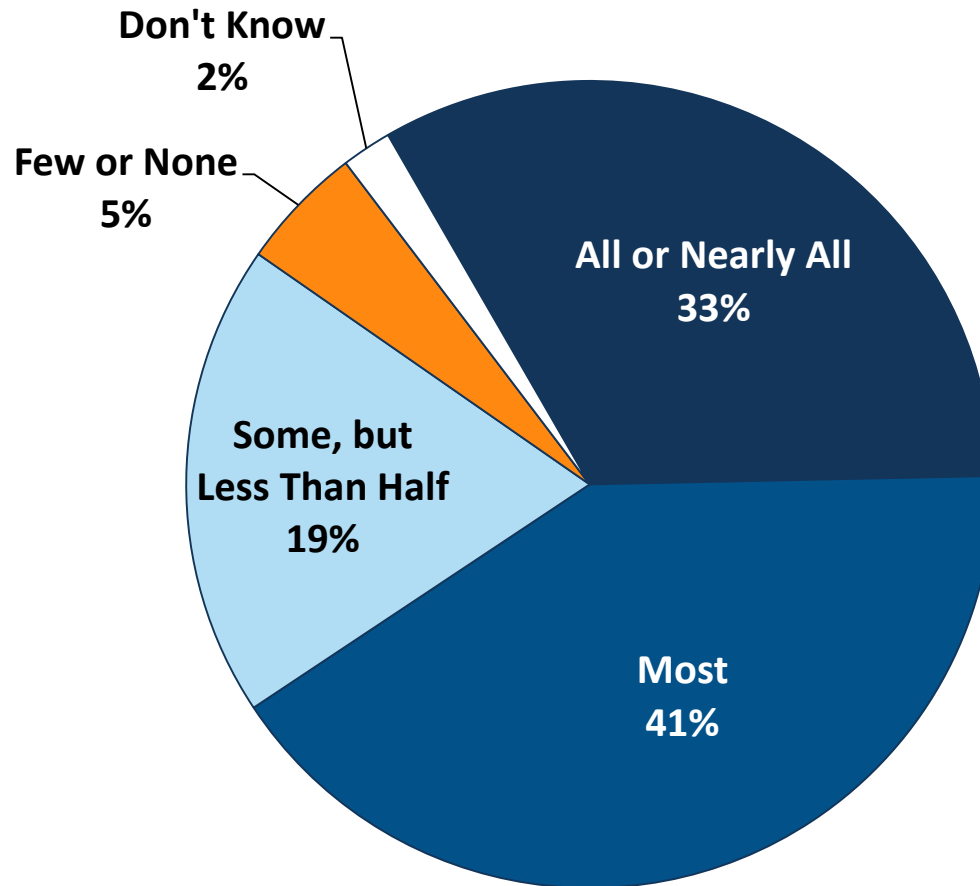


SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 9

# Consumers Needing Help Understanding Basic Insurance Concepts

Among your Program's clients who considered or purchased QHPs, how many needed help understanding basic insurance terms, such as "deductible" or "in-network service"?

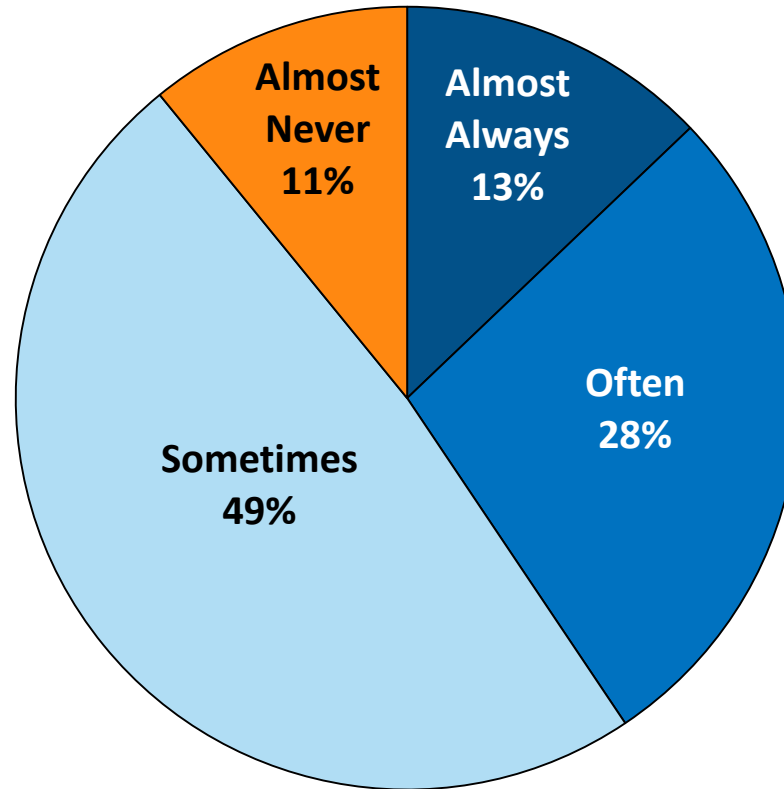


SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 10

# QHP Questions Not Answered by the Marketplace Website

Among the clients of your Assister Program who considered or purchased QHPs, how often did people have health plan questions that weren't easily answered by online plan information posted on the Marketplace site?



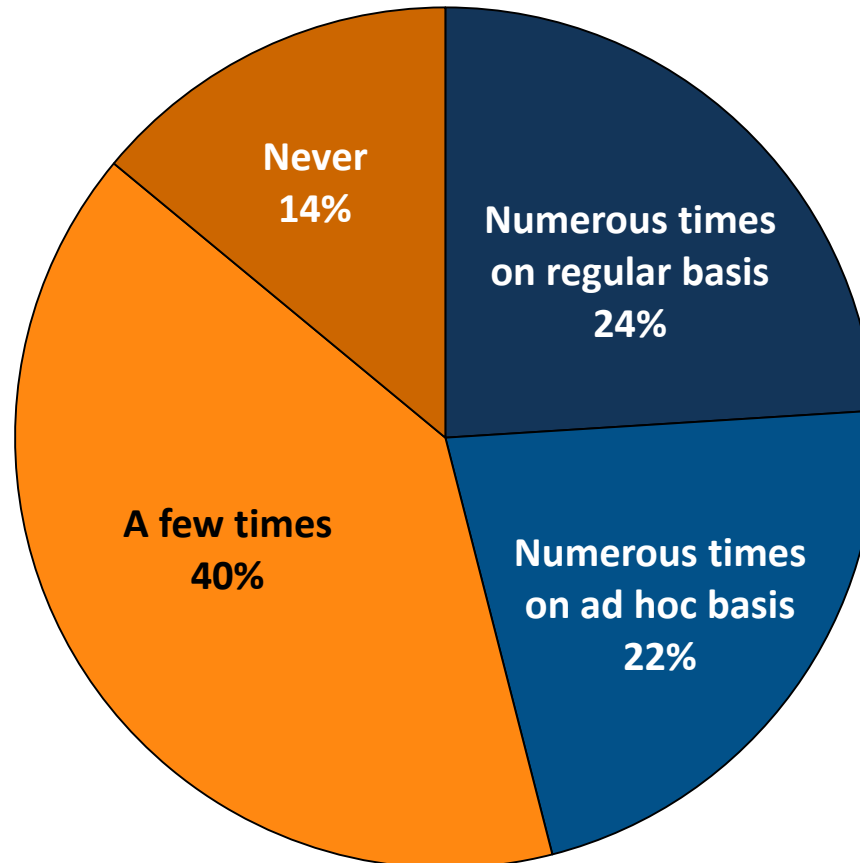
NOTE: Data do not sum to 100% due to rounding.

SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 11

## Coordination Among Assister Programs

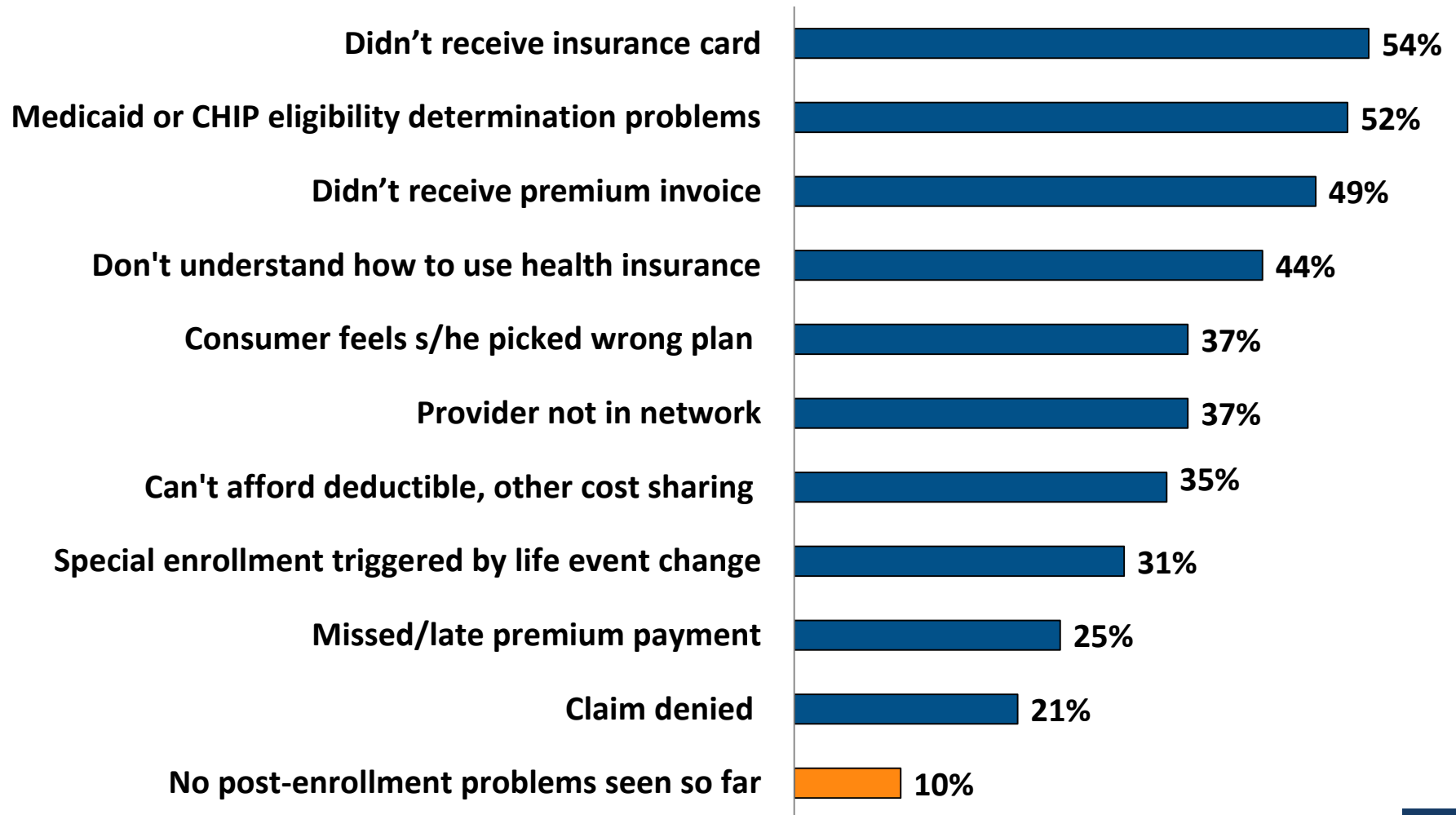
During the open enrollment period that just ended, how often did your Assister Program coordinate with other Assister Programs on the activities you undertook or to share best practices?



SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 12

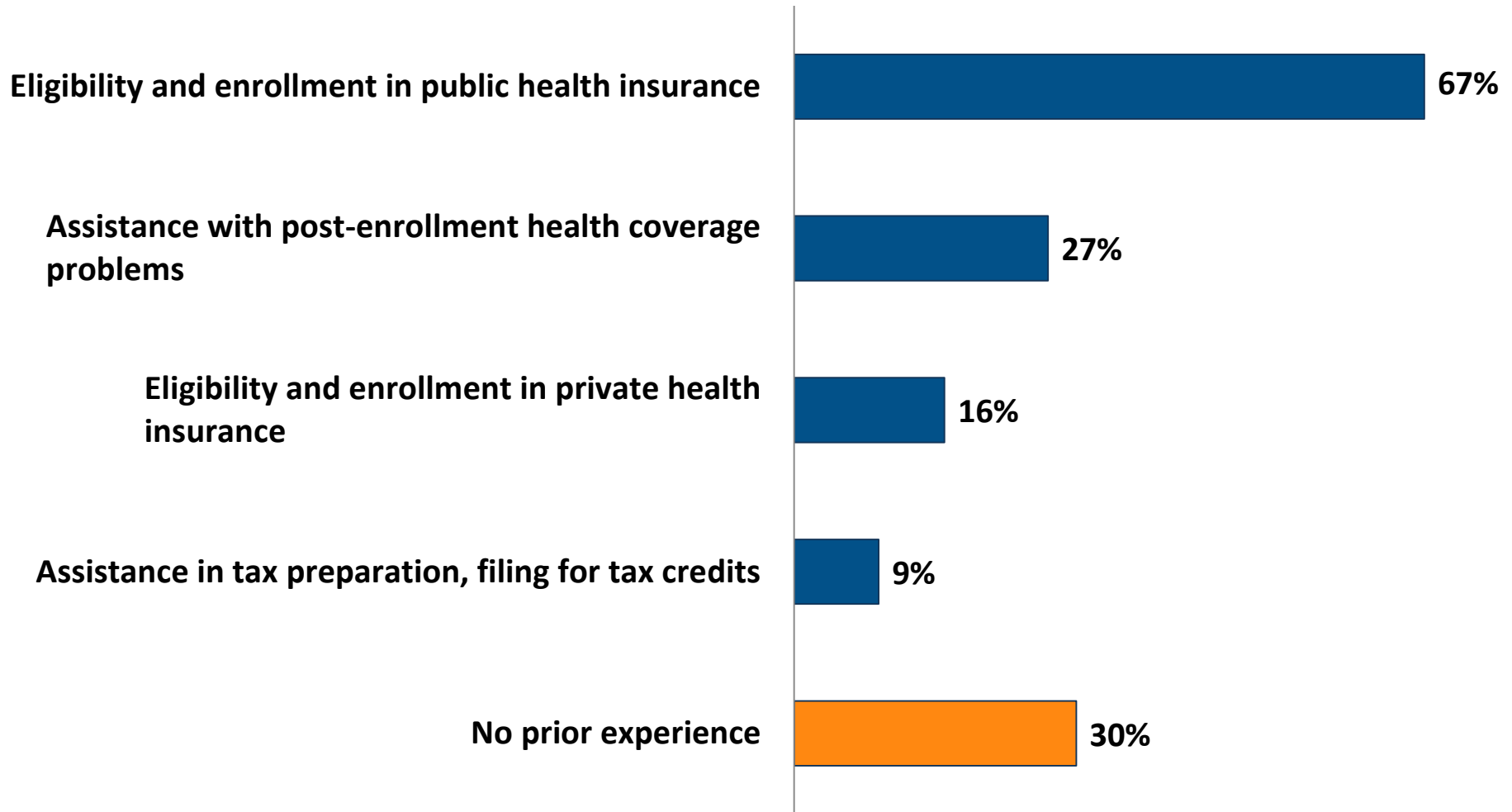
# Percent of Assister Programs Observing Post-enrollment Problems as of Early-May



SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 13

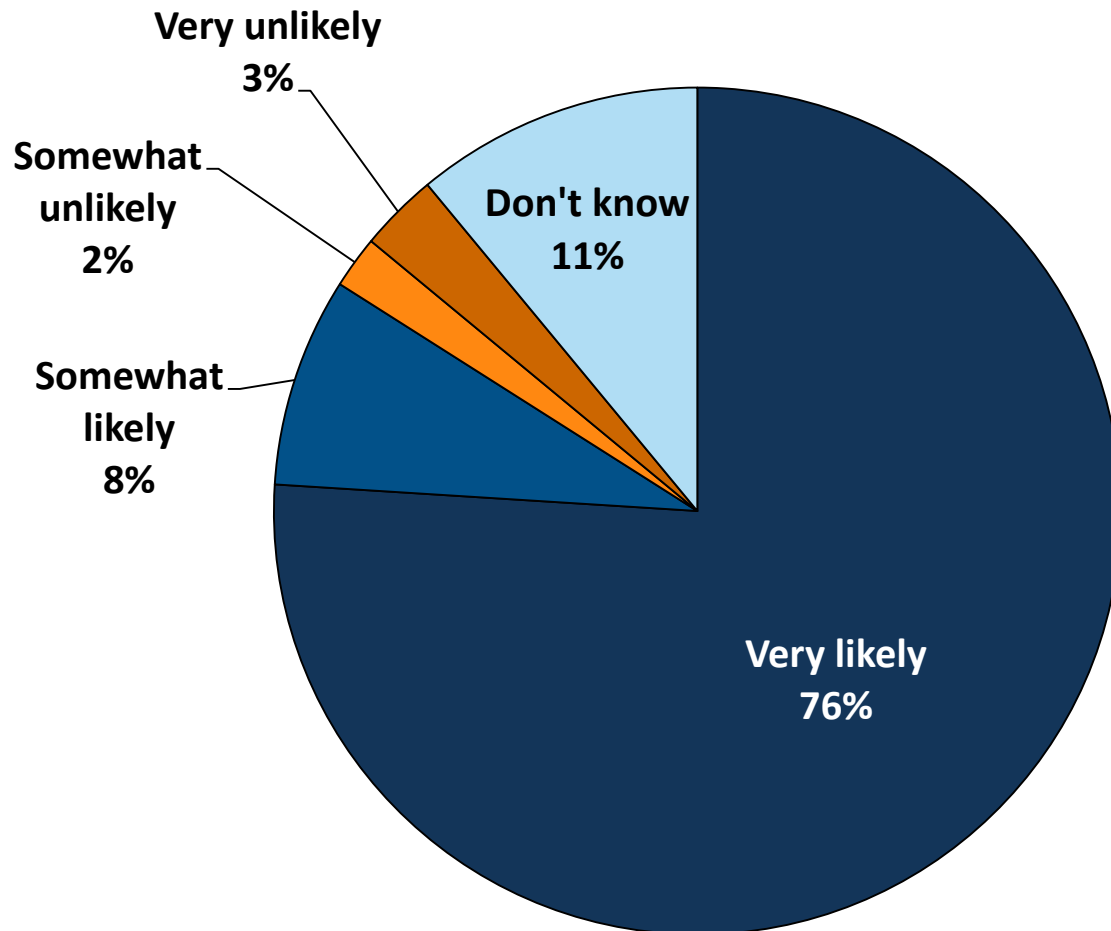
# Programs with Prior Experience Helping Consumers



SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.

Figure 14

# Likelihood Programs Will Provide Assistance Next Year



SOURCE: Kaiser Family Foundation, *Survey of Health Insurance Marketplace Assister Programs*, July 2014.