



# **Planning Ahead: Collaborating to Maximize Outreach and Enrollment**

December 11, 2013

# Agenda



<b>Welcome &amp; Introductions</b>	<b>Ginette Magaña</b> National Partner Engagement Director, Enroll America
<b>What Have We Learned?</b>	<b>Ginette Magaña</b> National Partner Engagement Director, Enroll America
<b>A Conversation with Leaders: Outreach &amp; Enrollment Efforts</b>	<ul style="list-style-type: none"><li>• <b>Risha L. Jones, RN, MBA</b>, Deputy Director Community Health Services Division for Houston Department of Health and Human Services</li><li>• <b>Meghan Blickman</b>, Enroll America Pennsylvania Organizing Director</li><li>• <b>Gabrielle Taylor</b>, In-Person Assistor/Navigator with Planned Parenthood Greater Northwest</li></ul>
<b>Call to Action: What is next?</b>	<b>Ginette Magaña</b> National Partner Engagement Director, Enroll America
<b>Q&amp;A</b>	

# Welcome & Introductions



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**Ginette Magaña**

National Partner Engagement Director, Enroll America

## What Have We Learned?

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## A Conversation with Leaders: Outreach & Enrollment Efforts

- **Risha L. Jones, RN, MBA**, Deputy Director  
Community Health Services Division for Houston  
Department of Health and Human Services
- **Meghan Blickman**, Enroll America Pennsylvania  
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Parenthood Greater Northwest

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National Partner Engagement Director, Enroll America

## Q&A

## Our Mission

Maximize the number of uninsured Americans who enroll in health coverage made available by the Affordable Care Act

## Two-fold Strategy

- 1 Promoting Enrollment Best Practices
- 2 National Enrollment Campaign Using Cutting Edge Engagement Strategies

# Webinar's Purpose



**Discuss how outreach and enrollment stakeholders must coordinate efforts and collaborate.**

- How can we boost enrollment in the coming months?
- What are concrete ideas for organizations getting ready for their outreach from January through March?
- How do we engage non-traditional partners?

# What Have We Learned?



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# What Have We Learned?



- **Overall Highlights:**

- For individuals and their family, this is not a conversation about politics or a law. It's about an opportunity.
- Interest is high. Deep hunger for straightforward delivery of facts.
- Healthcare.gov issues are significant but not fatal.
  - Consumers frustrated but not giving up
- For consumers, the conversation has only begun. This is a process.
- The work Enroll America and others are doing in communities is only more important now.

# What Have We Learned?

- **Outreach & Enrollment Efforts:**
  - **Collaboration is key**, both at the national and local level.
  - Organizations around the country are using innovative tactics.
  - More than just “health” related groups are spreading the word.
- **Some State Examples:**
  - **Arizona** - statewide coalition is bringing together partners with the same goals of expanding coverage.
  - **Massachusetts** - non-profit is teaming up with community organizations, the state’s marketplace, and knocking on doors.
  - **Montana** - community organizations are building relationships with Tribal Nations and other partners.



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**Risha L. Jones, RN, MBA**

**Deputy Director  
Community Health Services Division  
Houston Department of Health and Human Services**

# Enroll Gulf Coast Collaborative



- Gulf Coast Health Insurance Marketplace Collaborative - organization working with health coverage partners and stakeholders in Greater Harris County:
  - Partners include - Civic organizations, city government entities and health departments, and local-area grassroots nonprofits.
  - Goal - Engage many different voices in support of an easy, accessible and widely available enrollment process as part of the Affordable Care Act.
- Enroll America Partnership - outreach arm of the Collaborative:
  - Presentations
  - Health Care Tabling
  - Canvassing – Mini Aim
  - Push Cards

# Working with Enroll America for Outreach



## Activities:

- ✓ George R. Brown Convention Center
  - Enroll America made appointments for 410 participants at City of Houston Multi-Service Centers
- ✓ Saturday Appointments at Health Centers
  - Present and answer general questions for participants at “appointment waiting room areas”
- ✓ Future Plans – January through March
  - Continue to collect punch cards at City of Houston locations
  - Call back and “push” to Navigator and Application Assistance Sites



**Meghan Blickman,**

**Pennsylvania Organizing Director,  
Enroll America**

# Partner Engagement



- Northampton Community College as a model
- Four year institutions and universities
- The City of Philadelphia
- Pray for PA
- Planned Parenthood

# Best Practices



- Building asks slowly but surely, and emphasizing the relationship.
- Enroll America doesn't just take, we also give.
- Operationally: work together to figure out who the best person is to manage the relationship. Have a single point of contact at EA and the partner group. Regular, weekly check ins, if only for five minutes. Sending notes with next steps.
- Everyone has a unique value add.
- Both groups should freely share contacts.
- Dream big. Nobody has done this before, so there are no limits.

# January through March Plans



## Five top priorities:

1. Work with partner groups to collaborate on the chase program.
2. Run regular enrollment events throughout the state of PA.
3. Double the size of our volunteer base.
4. Further develop our constituency program.
5. Continue to connect with new partners.

## Monthly programs:

- January: MLK Jr. National Day of Service.
- February: Black history month (focus on Women the week of February 10th).
- March: Women's history month and final push.

## Events:

- In person meeting of college personnel.
- Pray for PA roundtable in Philadelphia.
- Meeting of elected officials in both Eastern and Western PA.



## What I Hope You can Learn from Team PA



- Relationships make the difference.
- Operational tasks can't be forgotten.
- Community colleges are crucial for outreach.
- Constituency work has been the most successful form of outreach.
  - Everyone has a stake in this.
  - **Dream big.**



**Gabrielle Taylor,**

**In-Person Assistor/Navigator,  
Planned Parenthood of the Greater Northwest**

# How is Planned Parenthood Involved?



- Washington state's Health Benefit Exchange granted funds to lead community organizations with the intention to create a network of enrollment assisting agencies.
- Planned Parenthood of the Great Northwest joined three regional lead agencies.
- Individuals, in-person assistors, were hired to facilitate ground work within the clinics and communities.

# Planned Parenthood's working model



- The model for which we have chosen to work from is based within our health centers:
  - IPA's are located in the lobby and are available by appointment or walk-in Monday through Friday.
  - Partnerships with managers and staff to reach target patients. Target clients include:
    - uninsured patients;
    - individuals who might be eligible for family planning waiver programs (Take Charge) and;
    - young adults.

# Community Outreach and Involvement



- Our goal is to inform and enroll clients outside of Planned Parenthood.
- Planned Parenthood has collaborated with local organizations.
  - Listed as an IPA location and referred to/from other organizations such as the Health Benefit Exchange, Washington Health Association, DSHS, etc.
  - Created health enrollment events with organizations and businesses such as Timberland Library, churches and Olympia Food Co-op.
  - Collaborated with Family Support Center of South Sound to reach homeless and impoverished populations.

# Pledge to Enroll! Cards



- Provides us with a way to continue communication with clients for enrollment appointments.

How they are used:

- Within clinics outside IPA hours for follow-ups.
- As appointment cards.
- Health education events.

# Personal Experience



- Rewarding moments:
  - Customers who have been without insurance for years
  - Pregnant clients
  - Business owners
  - Young adults
- Some challenges:
  - Technology and support centers
  - Site glitches and errors
- The volume is there, people are interested, health care providers need to meet their needs!

# Where do we plan to go from here?



- Our main focus for January through March is to answer the question: “How do we capture people who do not walk through our doors?”
- Establish methods of awareness through media.
- Reach our young adult populations. “How do we talk with young adults to encourage them?”



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## **Call to Action**



December 1 through December 23, Get Covered America staff, volunteers, and partners will hold more than 1,000 “Coverage is Coming” events across the country.

**We need your help to continue to build this effort.**

- **Take action in the “Coverage is Coming” campaign by doing the following:**
  - [Visit the Coverage is Coming Partner Page](#)
  - Spread the word
  - Attend events
  - Host events

## **Call to Action**



- **Develop a concrete outreach and enrollment plan through March 31st.**
  - **Use examples from today's webinar**
  - **Use Enroll America's Outreach Tools"**
    - **Outreach Planning 101**
    - **Outreach Planning 2.0**
  - **How to Create an Outreach Work Plan**
- **Application Assistance 101 (to be released this week)**

# In-Reach and Outreach tools



## Places to Engage Consumers

☐

☐ Libraries

☐ Schools

☐ Health centers

☐ Faith-Based Places

☐ Their houses - door to door

☐ Local businesses

☐

## Ways to reach consumers

☐

☐ Phones

☐ Doors

☐ Partner with other organizations

☐ Earned media and local advertising

☐ Appointment cards

☐ Distribute fliers, brochures, and informational material

☐

# Questions & Answers

## For More Information On:

- Best practices in outreach & enrollment
- Messaging research
- Mapping tools
- Outreach toolkits
- News and events
- ...and more!



# Thank You!

Visit Us and Share:

- Enroll America

<http://www.enrollamerica.org/>

- Get Covered America

<http://www.getcoveredamerica.org/>

- Coverage is Coming - Partners

<http://www.getcoveredamerica.org/coverage-coming-partner-page/>

