



THE KAISER COMMISSION ON
Medicaid and the Uninsured

**Web Briefing:
What Worked and What's Next? Strategies
from Four States Leading ACA Enrollment
Efforts**

Presented by the Henry J. Kaiser Family Foundation

Monday, July 28, 2014
1:00 p.m. ET

Today's Speakers



Samantha Artiga
Kaiser Family Foundation



Lisa Lee
Kentucky
Department of
Medicaid Services



Taylor Roddy
Connect for
Health Colorado



Rudy Vasquez
Sea Mar
Community
Health Centers
(Tacoma, WA)



Kevin Counihan
Access Health CT



Today's Web Briefing Will Be Archived

kff.org/uninsured/event/web-briefing-what-worked-and-whats-next-strategies-in-four-states-leading-aca-enrollment-efforts/

- The full web briefing presentation and PowerPoint slides will be posted later today. You will receive an email from KFF via ReadyTalk once they are posted.
- The transcript of today's webinar will be posted in the coming week.

Q&A – Ask Questions At Any Time Via Chat

- After the presentation, our experts will take questions from the audience via chat.
- You can send your questions to us at any time during the presentation.

Samantha Artiga



Associate Director, Kaiser
Commission on Medicaid and the
Uninsured (KCMU)

Kaiser Family Foundation

Kevin Counihan



CEO

Access Health CT

Lisa Lee



Deputy Commissioner

*Department of Medicaid Services,
Kentucky*

Taylor Roddy



Marketing and Communications
Manager

Connect for Health Colorado

Rudy Vasquez



Managed Care Operations
Director

*Sea Mar Community Health
Centers of Washington*

Study Overview

- **Identify key strategies contributing to success during previous open enrollment period and priorities looking forward**
- **Four study states: Connecticut, Colorado, Kentucky and Washington**
 - Established a State-Based Marketplace
 - Implemented Medicaid expansion
 - Achieved success reaching and enrolling eligible individuals into coverage
- **In-person interviews conducted in May 2014**
 - Medicaid and Marketplace officials
 - Enrollment assisters
 - Consumer advocates
 - Providers

What Worked?: Combination of Successful Strategies



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What Worked?: Marketing and Branding

- Branding the coverage expansions as state initiatives
- Conducting statewide marketing across diverse channels
- Adapting messaging over time
- Providing consumer giveaways



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What Worked?: Outreach and Enrollment Initiatives

- Conducting extensive outreach through numerous local avenues
- Developing customized materials and resources
- Reaching large groups through events and local media outlets
- Going mobile with outreach
- Establishing walk-in enrollment sites
- Utilizing existing data to facilitate enrollment
- Engaging providers in outreach and enrollment



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What Worked?: Consumer Assistance

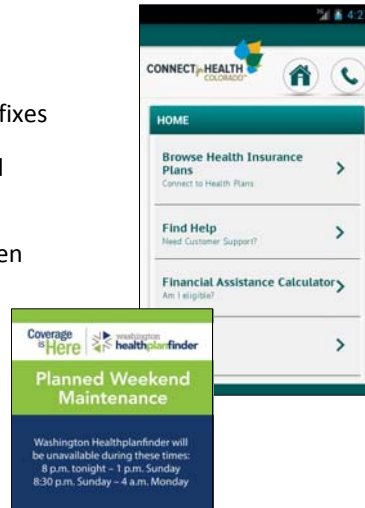
- Recognizing that enrollment requires time and education
- Recruiting a diverse group of assisters with ties to local communities
- Developing strong relationships between assisters and brokers
- Coordinating assistance through a regional hub and spoke structure
- Providing readily available support to assisters
- Expanding call center capacity and creating tiered assistance levels



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What Worked?: Systems and Operations

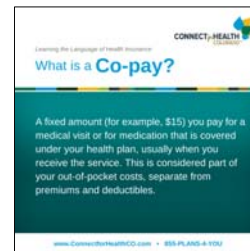
- Building effective enrollment systems with consumer-friendly features
- Implementing workarounds and incremental fixes
- Using data and feedback loops to identify and respond to needs as they arose
- Collaborating with stakeholders early and often
- Promoting coverage efforts through strong leadership



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What's Next?: Current and Future Priorities

- **Enrollment and Renewal**
 - Educating about continued Medicaid enrollment and special enrollment periods
 - Reaching remaining eligible but uninsured
 - Supporting continuity of coverage
 - Continuing enrollment system upgrades
- **Consumer Assistance**
 - Enhancing training and support for assisters
 - Ensuring adequate consumer assistance
- **Access and Utilization of Care**
 - Increasing health insurance and health care literacy
 - Supporting access to care for the newly uninsured
 - Maintaining safety-net provider capacity



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Time for Q&A – Ask Questions At Any Time Via Chat

- We will now take questions via chat (see bottom left hand corner of your screen).
- You can type and send us your questions via chat at any time.
- A transcript will be available after the briefing.

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Learn More About Each State's Enrollment Experiences

COLLABORATION AND LEADERSHIP
OUTREACH AND ENROLLMENT INITIATIVES

Health Reform

Home > Health Reform > What Worked and What's Next? Strategies in Four States Leading ACA...

What Worked and What's Next? Strategies in Four States Leading ACA Enrollment Efforts

Jul 16, 2014 | Samantha Artiga and Jessica Stephens and Robin Rudowitz and Michael Perry

SYSTEMS AND OPERATIONS

Current and Future Priorities

CONSUMER ASSISTANCE

Lessons Learned

MARKETING AND BRANDING

kff.org/health-reform/issue-brief/what-worked-and-whats-next-strategies-in-four-states-leading-aca-enrollment-efforts/

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How Will the Uninsured Fare Under the Affordable Care Act?

State Profiles: How Will the Uninsured Fare Under the Affordable Care Act?

The 2010 Affordable Care Act (ACA) has the potential to extend coverage to many of the 47 million nonelderly uninsured people nationwide. Learn how the ACA could expand coverage to the uninsured in your state.

CHOOSE LOCATION:

Select a State

Learn how the Affordable Care Act could expand coverage to the uninsured in your state: kff.org/state-profiles-uninsured-under-aca/

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Survey of Health Insurance Marketplace Assister Programs

Figure 1

Types of Assister Programs



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



- First nationwide assessment of the number and type of Assister Programs, and the number of people they helped
- Examines nature of help consumers needed, both pre- and post-enrollment, and if Assister Programs could meet consumer needs
- Discusses key factors that impacted effectiveness of Assister Programs and outlook for consumer assistance in the future

kff.org/health-reform/report/survey-of-health-insurance-marketplace-assister-programs/

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Thank you!

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