The Path to 2014:
ACA Implementation and Enrollment Update
Jenny Sullivan • National Council Public Policy Committee • June 4, 2013
Enroll America

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
Campaign Overview

1. Data-driven and Metrics-based

2. Grassroots-focused

3. Coalition-based

4. Committed to Cutting-edge Online Organizing and Social Media Tactics and Tools

5. Building a Narrative of Success
Research Design

National Survey

- Fielded in October
- 1,800 adults, oversamples of uninsured, low-income, Latinos, African Americans, young adults
- Explore—by target group—motivations to enroll, barriers, trusted messengers, communications methods, awareness and attitudes toward ACA

10 Focus Groups

- November 13-18 in Philadelphia, Columbus, San Antonio, and Miami
- Groups include Latinos (English- and Spanish-speaking), African Americans, young adults, parents (low and moderate income), childless adults (low and moderate income)
- Test branding and messages
Limited Public Awareness

78%

The majority of uninsured Americans don’t know the health reform law will help them.

Enroll America Research, November 2012
Past Experiences Seeking Coverage

44% have shopped for insurance outside their job

67% have been uninsured for 2 years or more

Source: Enroll America, November 2012
All insurance plans will have to cover **doctor visits, hospitalizations, maternity care, emergency room care, and prescriptions.**

You might be able to get **financial help** to pay for a health insurance plan.

If you have a **pre-existing condition**, insurance plans cannot deny you coverage.

All insurance plans will have to show the costs and what is covered in **simple language with no fine print.**

One of these = top message for 89% of population

*Source: Enroll America, November 2012*
Public Perceptions

75% Three out of four of the newly eligible want in-person assistance to learn about and enroll in coverage.

Help gets them from here... Secure
...to here.

Confused
Overwhelmed
Worried
Helpless

Confident
Reassured

Source: Enroll America, November 2012
Help, I Need Somebody!

What Kind?
- Qualify for financial help: 55%
- Finding the best plan: 52%

From Whom?
- State employee whose job it is to help: 45%
- Family member: 37%
- Doctor or nurse: 36%
- Health insurance company: 35%

How?
- In-person: 75%
- Telephone: 33%
- Email: 20%
- Online Chat: 9%

Where?
- Agent/broker's office: 29%
- Family/friend's home: 27%
- Clinic/doctor's office: 22%
- Medicaid office: 21%

Source: Enroll America, November 2012
Understanding State Assistance Options

Who will provide Help?

- Certified Application Counselors
- In-Person Assistance Programs* (Note: Not available in federally facilitated exchange states)
- Consumer Assistance Programs
- Medicaid eligibility workers
- Navigators
- Community Based Groups
- Insurance Agents, Brokers

*In-Person Assistance Programs not available in federally facilitated exchange states.
How will the enrollment process work?

or
A New Way to Enroll in Coverage

Consumers can connect to whichever program they are eligible for, no matter where they start.

Complete single application

“Behind the Magic Curtain”: Determine eligibility

- Exchange
- Medicaid
- CHIP

Enrolled in correct program!
Requirements for ALL states

A Single, Streamlined Application

- One application for all health coverage programs
- Available in online, phone, and paper

Use Modified Adjusted Gross Income/No Income Disregards

Eliminate Asset Tests

Eliminate In-Person Interview Requirements

Use Electronic Verification to the Greatest Extent Possible
State Profiles and Maps

Wisconsin

Exchange Implementation Update
Type of Exchange Planned: Federal Exchange
Total Federal Grant Funding: $999,873

Additional State Profiles
Kaiser Family Foundation State Exchange Profile
The Henry J. Kaiser Family Foundation provides information about what states are doing to create and implement health insurance exchanges, including the status of state action, how their exchanges will be governed and total federal exchange grants.

KidsWell Campaign Weekly Update
KidsWell, a state and national advocacy and organizing campaign to ensure successful implementation of health care reform on behalf of children, provides a comprehensive database of state and federal health care reform implementation information.

State Reform | Wisconsin
The National Academy for State Health Policy has developed an online resource for states with information on health reform implementation.

Healthcare.gov Implementation Resources | Wisconsin
HHS hub for information related to the implementation. The site includes information such as how grant money is being used and how many individuals will be helped by the expansion of coverage.
www.enrollamerica.org

More Information On:

- Best practices in outreach and enrollment
- Navigator and assister developments in each state
- Statewide marketing and outreach plans
- Maps of the uninsured by county
Questions?

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