OPEN ENROLLMENT 11 IS HERE

DON’T FALL BACK FROM COVERAGE!

November 8, 2023
Agenda

NACHC Opening Remarks
Remarks from CCIIO Director, Dr. Ellen Montz
CMS Updates and Resources
Primary Care Association Strategies for Open Enrollment
Health Center Strategies for Open Enrollment
NACHC Closing Remarks

Objectives

1. Highlight the importance of health center outreach and enrollment activities during OE11 and Medicaid Renewals
2. Outline key federal policy and programmatic updates related to Open Enrollment
3. Describe activities health centers and Primary Care Associations can take to be successful in OE11
Today’s Speakers

Ted Henson
Director, Health Center Performance & Innovation

Erin Prendergast
Deputy Director, Federal Policy

Dr. Ellen Montz
Deputy Administrator and Director of the Center for Consumer Information and Insurance Oversight

Ben Walker
Director of Open Enrollment, Federally-facilitated Marketplace

Stephanie Costello
Director, Partner Relations Group, Office of Communications

Daniela De Luna Olivares
Deputy Director, State Affairs

Tina Gaffney
Associate Director of Enrollment

Open Enrollment 11
Leveraging Health Center Expertise During Open Enrollment

Key considerations for this year
State Health Insurance Marketplace Types, 2024: Marketplace Type, 2024

National Landscape

SOURCE: KFF’s State Health Facts.
Marketplace Open Enrollment
November 1 - January 15
Significance of Health Centers & Open Enrollment

- ~7,500 HC Outreach & Enrollment Staff
- > 4 Million Enrollment Assists
- 6.1 Million Privately Insured Patients
- 14.5 Million Medicaid Patients

30.5 Million Patients Served by Health Centers (2022)

➢ HRSA Funding
➢ CMS Funding (FFM States)
Open Enrollment in the Context of Medicaid Renewals

Most significant shift in coverage since the ACA

- 93,876,834 individuals were enrolled in Medicaid and CHIP (March 2023)

Major Coverage Loss is Occurring Due to Unwinding

- As of November 2023, over 10 million people have been disenrolled from Medicaid.

Enrollees Are Losing Coverage Due to Procedural Reasons

- As of Nov 2023, 71% of all people disenrolled had their coverage terminated for procedural reasons

Transition to Marketplace

- Estimated that 1/3 of people losing coverage are eligible for tax credits

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Health Center Strategies for Open Enrollment 11

Tina Gaffney
Associate Director of Enrollment Services
Westside Family Healthcare
Westside Family Healthcare: Health Center Strategies for Open Enrollment

Tina Gaffney
Associate Director of Enrollment Services
About Westside Family Healthcare’s Enrollment Services Program

- Federally Qualified Health Center with 27,000 patients served annually
- Five Health Centers and a Mobile Health Unit serving Delaware
- In-Person Assister Grantee from 2013 to 2015
- Navigator Grantee since 2014
- Our Navigator Program serves all of Delaware
- Maintain Navigator and CAC certification
- Bilingual Navigators speaking English, Spanish, and Haitian Creole
- No Sub-recipients
How does having Navigator funding enable us to do our work?
Navigator Funding

- Allows us to have dedicated staff needed to provide statewide outreach
- Additional staff to cover Medicaid unwinding
- Marketing campaign
- Consulting firm
  - Transform Health
How have we prepared for OE11?
Created a Workflow

Westside Family Healthcare Coverage to Care Workflow

**Coverage**
- Where do patients come from?
- Community Navigators
  - Outreach (events, fliers, social media)
  - Community Partner Referrals (hospitals, CBOs)
  - Marketing (ads, postcards)
  - Internal Referrals (providers, healthcare coordinators, etc.)
  - Medicaid
  - Newsletter
  - Word of Mouth
  - Returning Clients
  - Drop-In Enrollment Sessions
- Assisters

**Care**
- Health Literacy
  - Health Insurance Literacy
  - Marketplace Health Plans
  - Medicaid
  - Connection to Primary Care
  - Review & Compare plan benefits & provider network
  - Review Drug Formularies
  - Educate on Preventive Services
  - Health Care Connection
  - Screening for Life
  - Medication Assistance Program
- Trusted Messengers

**Immediate Post Enrollment Follow-Up**
- Follow-Up Phone Calls
  - Health Literacy
  - Health Insurance Literacy
  - Complete Steps to Maintain Coverage
  - Assist with Obtaining Insurance ID Cards
  - Connection to Primary Care
  - Educate on Preventive Services

**Outreach**
- Educate Community on Health Literacy & Health Insurance Literacy
  - Build & Maintain Community Partnerships
  - Engage & Educate Partner Audiences
  - Outreach Events (fairs, health fairs, community events)
  - Marketing Campaign (digital, social media)

**Ongoing Follow-Up**
- Health Literacy
  - Health Insurance Literacy
  - Marketplace Health Plans
  - Special Enrollment Period
  - Account Turn-Up
  - Application Updates
  - Medicaid
  - Primary Care Follow-Up
  - Assist in Scheduling Medical Appointments
  - Explain Health Plan & Marketplace Notices
  - Build & Maintain Community Partnerships
  - Outreach

**Sliding Fee Scale**
- Continued outreach to sliding scale patients
- Assist eligible patients to move to coverage in Marketplace & Medicaid
- Improve payer mix

**Services provided by multilingual staff:** English, Haitian Creole, Spanish

**Please see outline of training & certification on next page**
Account Tune-up Calls

- Contact previously assisted consumers
- Review consumer information
- Make sure they have their Healthcare.gov login information
- Schedule an appointment to assist with re-enrollment
Schedule Walk-in Sessions

During open enrollment, we schedule walk-in sessions.

• Typically, four sessions per week
• At select Westside sites and community partner sites
• Evenings and Saturdays
• No appointment needed
Prepare and Update Marketing Materials

- Postcards
  - Mail to patients and previously assisted consumers
- Community Partner Resources
  - Small Business Toolkit
  - Infographics
- Marketplace Webpage
- Flyers
OE Staff Training

Full day interactive training

• Open Enrollment A to Z
  o Create a buddy system
  o Reporting
• A picture is worth a thousand words
• Collecting Enrollment Stories
Press Event

Annual Open Enrollment Kick-off Event on November 1st

- State and Federal Partnerships
- Congressional delegates
- Local press
- Westside Leadership
- Community Navigator
- Consumer
Assemble Marketplace Appointment Folders

- Marketplace Information Sheet
- Privacy Notice
- Health Insurance Literacy
  - Glossary of terms
- C2C Roadmap to Better Care booklet
- C2C card with dates of classes
Appointment Scheduler

• Utilize Get Covered Connector Tool
  o Each assister creates their own schedule based on their individual availability
  o Schedule appointment on our website: www.westsidehealth.org/marketplace
• Update voicemail messages to reflect OE information
Questions? Contact Me!

Tina Gaffney, Westside Family Healthcare
Associate Director of Enrollment Services
tina.gaffney@westsidehealth.org

Visit www.westsidehealth.org/marketplace
PCA Strategies for Open Enrollment 11

Daniela De Luna Olivares
Deputy Director of State Affairs,
Texas Association of Community Health Centers
Health Centers Serve Texas Communities

• 73 Federally Qualified Health Centers (FQHCs) also known as health centers
• 650+ clinics in 126 counties
• 1.8 million patients served annually
• 300,000+ assists
  - 421 Eligibility Assistance Workers

35% of Texas FQHC patients are uninsured

- Uninsured: 35%
- Medicaid: 35%
- Private: 21%
- Medicare: 7%
- Other: 2%
Medicaid Continuous Coverage

From 2020 to 2022 the number of health center patients with Medicaid increased by 27%.

Medicaid Unwinding

From April 1, 2023 to August 31, 2023, more than 900,000 Texans have lost Medicaid coverage. The majority have lost coverage due to procedural denials.
Challenges

• Public charge and chilling effect on Medicaid
• No state Medicaid expansion
• Limited funding for statewide outreach
• Health literacy and alternative health plans
Opportunities

**TACHC**
- O&E Network Calls
- Training reminders and support
- Private funding support from AHIP and Episcopal Health Foundation

**Partners**

**Health Centers**
- Health plan forum with local ACA plans to discuss coverage and services
- Citizenship Resource Fair
Thank You!

We look forward to seeing you on
**November 16 at 3:00 PM ET**
for Part Two of this series!

Diving into the Data: What’s Happening with Medicaid Renewals?
An 8-Month Status Update

Stay in touch! Email us at federalpolicy@nachc.org