

# As the World Turns to 2014: Outreach and Enrollment Evolve

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## *2<sup>nd</sup> National Children's Health Insurance Summit*

November 2, 2011

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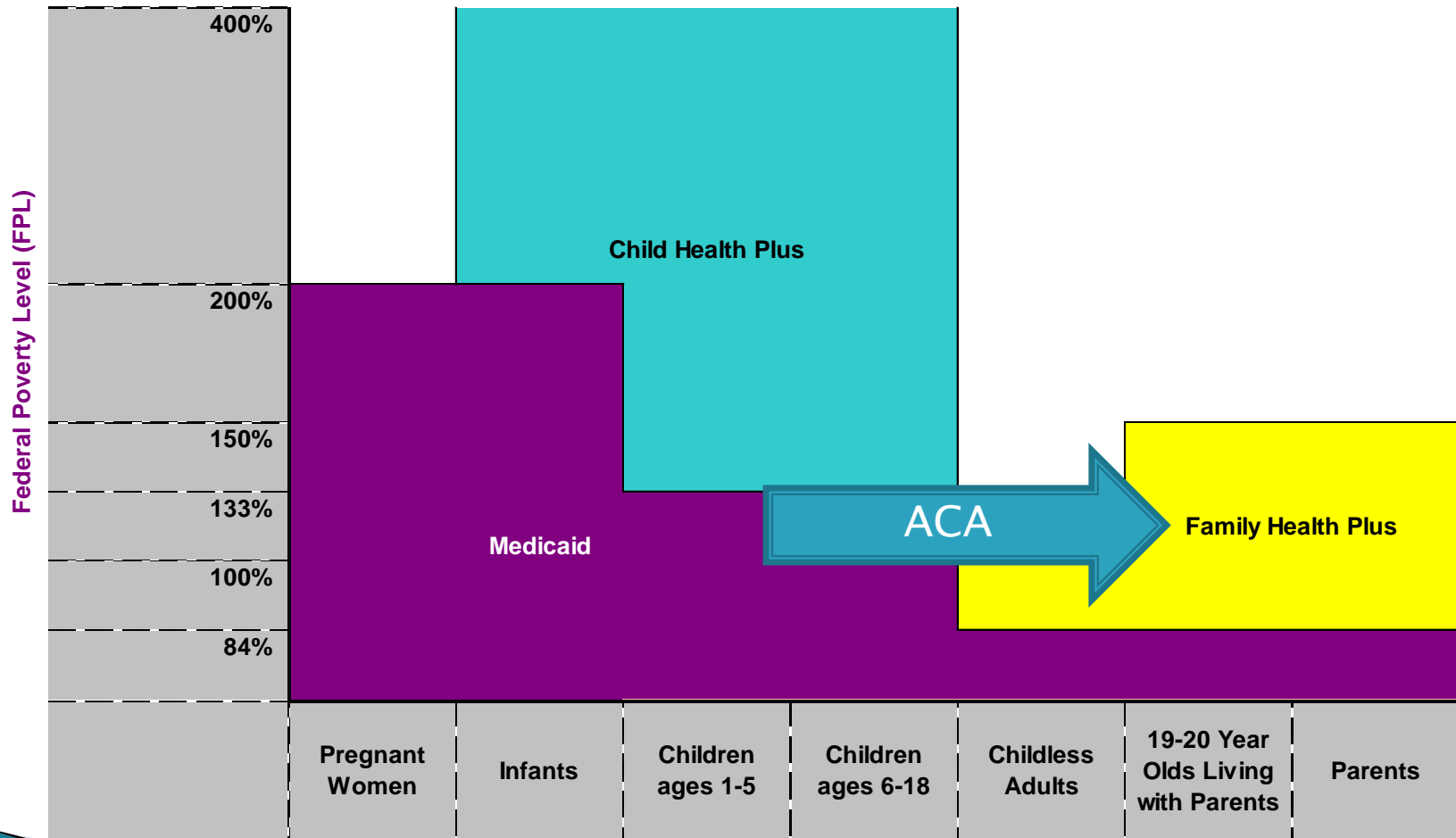
# *New York Health Coverage and Enrollment: 2011*

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- Public programs: 5 million
  - (over 2 million children)
- Employer-based: 10.5 million
- Uninsured: 2.7 million
  - (about 335,000 children)



# New York Health Coverage and Enrollment: 2011



# *ACA Provides Framework to Strengthen Coverage for Children and Families*

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- Allows states to simplify, streamline
- Promotes integrated approach
- Aligns with NY CHP subsidies, builds on CHP lessons learned
- New system to ease entry and facilitate transitions
- More uniform, automated, customer-friendly administration of health coverage programs by 2014 and beyond



# *New York Health Coverage and Enrollment: 2014*

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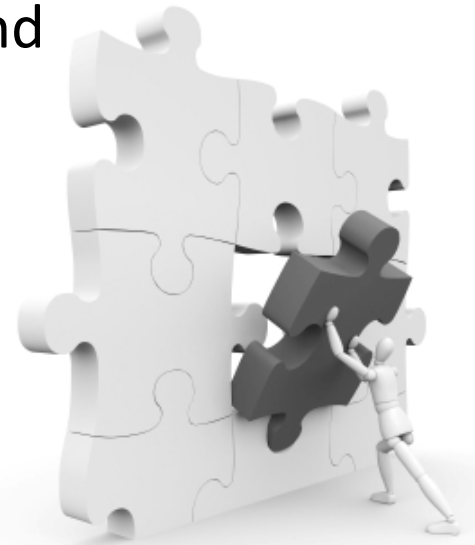
- Increase Medicaid enrollment up to 25%
- Add Exchange coverage for over one million more New Yorkers (700,000 subsidized)



# *Key Challenges to Bridging the Gap to Coverage*

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- Largely manual and paper-based eligibility and enrollment process
- Shared State/local responsibility for administering Medicaid
- Budget and staffing constraints
- Need for modern technological tools



# *Building on New York's Strengths*

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- Facilitated Enrollment Program
  - Model for Third Party Assistors
- Eligibility and Enrollment Simplifications
  - Expanded CHPlus to 400% FPL
  - Implementation of Enrollment Center
- Connections to Coverage Campaign
  - Media campaign
  - Community-based outreach efforts

# *Assistance in the New Frontier*

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Third Party Assistors and the Exchange will:

- Help families make coverage choices that are right for them
- Make the application process simpler
  - Single point of entry
  - Simple, streamlined application for all Insurance Affordability Programs
- Consumer education
  - Know your rights

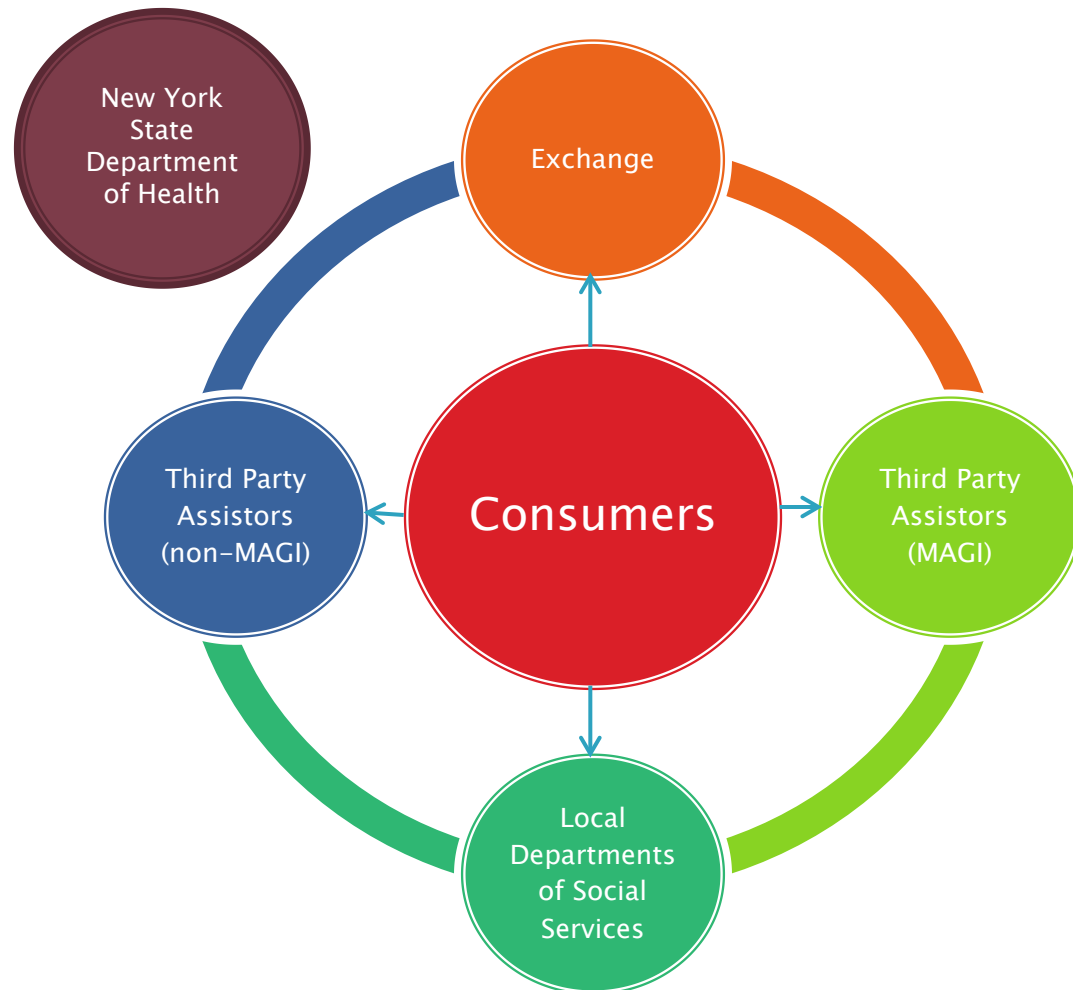
Includes navigators, brokers, and other helping hands

- Culturally competent and linguistically accessible assistance



# *Increasing Access for Consumers*

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# *Reaching Beyond the Regulations*

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## Messaging is the Name of the Game!

- Comprehensive coordinated outreach campaign
  - Consistent message at federal, state, and local levels
    - Target newly eligible individuals as well as those already eligible but not enrolled
  
- Leverage Federal resources
  - IDEO – UX 2014; Navigator Portal
  - Communication materials

# *New York : Lessons Learned*

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- Federal resources, funding, and guidance are critical
- Learn from and involve stakeholders
- Explore technology and non-technology based outreach strategies

