



## SNAPSHOT OF INNOVATIVE HEALTH INSURANCE OUTREACH, ENROLLMENT, AND POST-ENROLLMENT ACTIVITIES



FOUNDATION  
MASSACHUSETTS

### 2011-2013 *Connecting Consumers with Care Grant Program*



#### OUTREACH

- Reach consumers at community-based locations including public housing developments, places of worship, public schools, community centers, food pantries, WIC offices, and homeless shelters
- Visit correctional facilities to meet inmates scheduled for release
- Partner with local media (e.g., Latino faith-based radio station)
- Recruit and train community members to build awareness about health insurance options and to make referrals to grantee organizations for enrollment assistance
- Partner with staff at other service organizations (e.g., career centers, libraries, tax preparers) to identify uninsured consumers and refer them to grantee organizations for assistance



#### ENROLLMENT

- Offer enrollment assistance at off-site locations (e.g., public housing developments, homeless shelters, community agencies) with laptops and Internet connections
- Triage the needs of consumers waiting to receive enrollment assistance to determine if they can be helped without the enrollment worker and to ensure that they have the required documentation
- Provide funds for transportation, be available in community locations, and/or make home visits
- Provide one-to-one education that walks consumers through each step of the enrollment process, is customized to their unique needs, and helps them understand next steps
- Offer consumers workshops on computer skills and how to navigate the online application portal
- Develop guides and fact sheets in different languages with step-by-step instructions on insurance enrollment and renewal, including the documents needed to complete an application



#### POST-ENROLLMENT

- Remind consumers about annual eligibility review with phone calls, text messages, and postcards
- Offer consumers trainings on topics such as the importance of notices from MassHealth or their health plan, how to make a primary care appointment, and when to use the emergency room
- Create toolkits and guides in different languages on how to use health insurance (e.g., premiums, co-payments, other cost sharing) and how to prepare for medical appointments
- Work closely with MassHealth, other state agencies, and advocacy groups to stay abreast of eligibility and enrollment updates, to provide feedback, and to participate in problem-solving