

## **Notes and Take Away Points**

### **NC Get Covered Coalition Meeting: Kick-off for Open Enrollment 3**

#### **DHHS' Outreach and Engagement Strategies**—Deric Gilliard, DHHS Region IV, Atlanta

- DHHS is focusing its OEP3 efforts on the 75 Marketing Areas across the US with the highest number of uninsured consumers.
  - With regard to North Carolina
    - For all uninsured consumers
      - Raleigh/Durham area (RDU) Ranks 15<sup>th</sup>
      - SC/NC-Greenville, Spartanburg, Ashville Ranks 23<sup>rd</sup>
      - The Triad—GSO, HP, WS Ranks 37<sup>th</sup>
    - For uninsured Hispanic consumers
      - RDU Ranks 31<sup>st</sup>
    - For uninsured African American consumers
      - RDU Ranks 8<sup>th</sup>
      - Triad Ranks 23<sup>rd</sup>
      - SC/NC-bi-state area Ranks 28<sup>th</sup>
- Stressed Re-enrollment and need for consumers to update their information and shop for the best plan.
- DHHS will be highlighted various theme DH during specific weeks, leading up to and during OEP3—See slides for details.
- Stressed the importance of linking to and working with the Media. Enroll America also stressed—See below and DHHS and Enroll America slides for details.
- Highlighted “Coverage to Care”, i.e. follow-up to enrollment to ensure newly insured effectively uses health insurance.

#### **Community Health Centers**—Brendan Riley (NC Community Health Center Assoc.)

- 35 FQHCs across the state provide in-reach and outreach to consumers to learn about and enroll in the Federal Marketplace.
- Highlighted that the emphasis the continuum of care activities of FQHCs, which underscores DHSS's emphasis on Coverage to Care activities.

#### **Insurance Carriers' OE3 Marketing Activities**

Aetna – Invited; UHC – Invited (handout provided)

BCBSNC – Walker Wilson

- Blue Cross Blue Shield of North Carolina
  - Seeking the price point that consumers want and need
  - Sensitive to the consumers preferences for provider and health systems
  - Increasing transparency in benefits provided
  - Hispanic Outreach

#### **Certified Application Counselor Organizations**—Sherry Hay, UNC Department of Family Medicine/UNC Healthcare Systems

- Encouraged social service agencies and health care systems to become Certified Application Counselor (CAC) entities
- Provided information on how an entity can become a CAC—See slide for details

## **Agents and Brokers**—Liz Gallops, NC Association of Health Underwriters

- Noted the training that all Agents and Brokers must go through to be certified
- NCAHU has a website for consumers to locate the nearest certified agent who can assist them—See slide for details

## **Navigator Grantees**

### Jackie Mroz, **Alcohol/Drug Council of North Carolina**

- BEACON—Bringing Enrollment in Affordable Care Options to NC—Statewide Effort
- Partnering with several behavioral health organizations across the state
- Enrollment and sustainable community knowledge through public education
  
- NOTE: The Q&A session at the end of the meeting facilitated the future collaboration between the Alcohol/Drug Council of NC and the NC Navigator Consortium.

### Jan Plummer, **Mountain Projects, Inc.**

- Serves the 7 most-western counties in NC; is part of the Bi-State (SC/NC) mentioned by HHS—see above
- Has 21 sites across the 7-county area where Navigators can potentially meet with consumers

### Jo Ellen Needham, **Randolph Hospital**

- Working with Latino and faith-based organizations, financial counselors, DSS and Social Security offices to reach the uninsured
- Adding Chatham county to the current 3 counties it serves

### Jennifer Simmons, **Legal Aid of NC**

- Statewide Consortium serves all 100 counties and is made up of 14 entities
- Reaching the “harder to reach” while serving all North Carolinians

## **Media and Messaging**—Lovemore Masakadza and Sorien Schmidt, Enroll America

- Excellent “Bookend” to DHHS presentation; focused on the critical importance of “Earned Media”
- Offer Solutions
  - Build relationships with reporters
  - Media partnerships
  - Be creative with events
  - Get surrogates buy-in
  - Collaborate with partners
- 3-Step Process—To Get Covered. Stay Covered
- Enroll America can assist you with your Media activities—See slide for details on Media Training (How to) opportunities