



NC Get Covered Coalition Meeting – Notes
Get Covered Connector and Enroll America’s Lessons Learned

July 15, 2016, 10:00 a.m. to 11:30 a.m.

Community Care of NC’s Training Room, 2300 Rexwoods Dr., Ste. 100, Raleigh

Agenda

Get Covered Connector and Enroll America’s Lessons Learned

Sorien Schmidt, NC State Director, Enroll America

Angela Cameron, Deputy Regional Director, Enroll America

- **PowerPoint slides from this presentation are attached.**
- Enroll America collected more than 2 million email addresses.
- Go to EnrollAmerica.org, look at the blog, and view results from the State of Enrollment Conference.
- In spite of high enrollment numbers during OE3, North Carolina still has the 5th highest uninsured rate – 44% are between 100-140 FPL and would benefit from Medicaid Expansion.
- About 500,000 people need to renew their coverage.
- Enroll America surveyed consumers and got back 3,000 responses
- According to the survey, most people were helped by an assister in NC. In FL, most consumers were helped by an agent or broker.
- Meeting participants were encouraged to partner with their local hospital whenever possible. Wayne Memorial Hospital in Goldsboro, NC is touted as a model program for others to follow.
- The survey also showed that consumers value insurance and are satisfied with their coverage. However, people are still confused about how to find an assister.
- In NC, we need to keep looking at bigger issues, like the Medicaid Waiver.
- Deadlines matter (December 15th is becoming a bigger date because of renewals)
- Monday through Saturday at 10am is the most popular time for enrollment appointments.
- Access East offered fewer appointments but saw more consumers. They tried new places and cut locations that were unpopular.
- Enroll America staff posted enrollment events on the Get Covered Connector and used referral sources as well as the media.
- In rural parts of the state, word of mouth, working with partner organizations, and scheduling people on the spot were found to be helpful.
- Walk-ins outnumbered appointments for enrollment events only.
- In Forsyth County, a lot of agents made chase calls to get appointments filled.

- Partners are encouraged to plan enrollment events around key dates.
- In Asheville and Raleigh, individuals who attended the enrollment events were more likely to report the Media as their referral source.
- Election Day is one week after OE4 starts this year, so it will be difficult to get the media's and consumers' attention.
- White Hispanics and youth are still slow to enroll in the Health Insurance Marketplace.

Partner Sharing – Lessons Learned from OE3 and Outreach Strategies for OE4

- Miriam Schwarz – Certified Application Counselor organization (Western NC Medical Society) was able to co-locate in Federally Qualified Health Centers and Project Access in areas with high volumes of uninsured
- During OE4, Buncombe County Health and Human Services will outreach to the Hispanic population; they will go to popular events being held in the community. Making use of community navigators and pop-up event model.
- The Western NC Coalition is excellent... They share ideas and help each other. They also hold meetings for assisters on a regular basis.
- Mountain Projects – Doing post-enrollment work/ folks won't forget to come back to us/ challenges with internet coverage/ doing targeted enrollment. Exploring new locations, new partners, and using Facebook more.
- Jackie Kiger – Used Enroll America's Commit Cards

Next Steps

- The next NC Get Covered Coalition Meeting will be held on Friday, August 19 from 10-11:30am. Location TBA.
- At least one NCGC staff person will join partners in Greenville, NC to participate in a regional webinar broadcast of the next NCGC coalition meeting. Thank you to Access East for hosting us.
- Kenneth Wilkins of the NC Department of Insurance will send NC Get Covered staff an update on BCBSNC's billing issues to be shared with the wider coalition.
- Sorien Schmidt of Enroll America will send NC Get Covered staff any infographics they have, particularly those related to direct mail, to share with coalition partners.