



**NC Get Covered Coalition Meeting –  
OE5 Partner Updates & Media and Messaging Tips  
November 17, 2017, 10:00 – 11:30 a.m.  
Community Care of North Carolina (Training Room)  
2300 Rexwoods Drive, Ste. 100, Raleigh**

*In Person or Conference Call Only:*

Call-in number: 712-775-7031 Passcode: 889585330

**Desired Outcomes**

- Shared understanding of partners' OE5 successes, challenges and needs
- Tips for staying on message and effectively engaging the media during this shorter open enrollment period

**Meeting Notes**

**Welcome, Purpose of Meeting, and Introductions**

- Nepherterra "Neph" Best, NC Get Covered's new Communications Associate, was introduced to coalition partners. Neph is available to help pitch enrollment events statewide, prep partners and consumers for media interviews, create media advisories for partners to use or adapt, etc.

**Partner Updates**

- Norma Marti, NCDHHS, Health Check/NC Health Choice – Jennifer Simmons with Legal Aid of NC spoke to Norma's network and shared helpful materials with them/One challenge has been the level of fear in refugee and immigrant communities
- Sherry Hay, UNC Department of Family Medicine – UNC does in-reach and outreach/Phone calls and letters producing good results/Consumers saying they can enroll on their own/Hosting an enroll-a-thon tomorrow with an FQHC/One challenge is communicating information in such a way that people hear it and take action
- Jan Plummer, Mountain Projects, Inc. – Very encouraged/New consumers coming in/Fewer no-shows/Consumers are taken aback when they see BCBSNC letters/Seeing a jump in premiums for smokers/A lot of people opting for Bronze plans/Grant from NC Get Covered has allowed Mountain Projects to do more in the way of ACA advertising
- Karen Morant, Wake County Human Services – Using the Connector robustly to schedule appointments/Scheduling appointments in 7 facilities/First week a lot of no-shows/Hosting an enrollment event on December 4 from 9am-5pm (event posted on NCNavigator.Net)/Connector slow this week
- Holly Powell, Carteret County – Smokers have been able to get covered at reasonable premiums/Grappling with how to help consumers who are losing grandfathered plans/How do we make sure there's not a gap in coverage?

- **The following guidance was offered by the Center on Budget and Policy Priorities following the November 17<sup>th</sup> coalition meeting (and seems to support advice given by April Morgan with the NC Community Health Center Association during the meeting):**  
*"Yes, they should apply for exemptions. A lot more people will be eligible for the affordability exemption this year so HHS's normally quick turn-around on exemption approval will probably slow down. (In the past, it's been as quick as two weeks – but some people never hear back at all!) But it's good to get in the queue. If the person wants to use exemption approval to enroll in a catastrophic plan, they should enter their exemption certificate number in their [hc.gov](http://hc.gov) account. If the ECN arrives after open enrollment, we're told that people may qualify for an SEP, but CCIIO hasn't been clear on which SEP it would be (maybe exceptional circumstances). If someone doesn't apply for an affordability exemption now, they may still qualify to claim one at the end of the year on their taxes. It always helps to "lock in" exemptions, though, in case circumstances change and render someone ineligible later."*
- Cheryl Hallock, Access East – People are amazed at what they're able to get through the Marketplace
- Ma'ani Stewart, Young Invincibles – Echoed Cheryl's comment/Invited partners to share their success stories with him at [maani.stewart@younginvincibles.org](mailto:maani.stewart@younginvincibles.org)
- April Morgan, NC Community Health Center Association – Community Health Centers have found the Navigator Consortium's listserv to be a great resource/CMS's enrollment numbers have been a great morale booster for in-person assisters/HealthCare.Gov is working/Challenges include people losing grandfathered plans, threats to remove individual mandate in tax plan/Need partners' help to make sure OE5 stays in the media
- Wilma, Advance Community Health – 100 consumers seen already/Partnering with Dorcas Ministries in Cary/Greatest challenge is misinformation/Seeing fewer Spanish-speaking consumers this year
- Stephanie Strickland, NC Hospital Association – Pushing out messages via social networks/Explaining how health insurance works
- Joe Langley, UNC Wayne Health – Over 600 people shared their contact information via iPads placed around the hospital/Directed those people to Goshen Medical Center/More help needed at December 2<sup>nd</sup> enrollment event/Please contact Joe Langley at [joe.langley@waynehealth.org](mailto:joe.langley@waynehealth.org)
- Angela Cameron, Capital Care Collaborative – No available appointments the first 4 days; they were all filled/Event tomorrow at Advance Community Health/Computers set up with the Connector on them at Wake County Human Services/Greatest challenge has been getting the message out; there's a lot of confusion
- Walker Wilson, NCDHHS, Secretary Cohen's Office - Connector on our website/Trying to get Secretary Mandy Cohen and Governor Roy Cooper at an enrollment event soon
- Jennifer Grady, Blue Cross and Blue Shield of NC – Great to see CMS numbers/Seeing a lot of shopping around and plan changes/BCBSNC doing outreach to existing customers
- Andy Landes – Stressed the importance of getting the word out to consumers/Shared a success story from Lincoln Community Health in Durham

## **OE5 Media and Messaging Tips + Q&A**

Neph Best, Communications Associate, NC Get Covered

- Media coverage is key/Currently making calls to media/Distributed a statewide news release on Wednesday (please see attached)/Encouraged partners to use the release as a template and modify it as needed/Secured three interviews for partners in the Charlotte area/Updated Enroll America's talking points to make sure they're relevant for OE5 (see attached)/Even if stories don't get picked up by the media, make sure you're sharing your own stories via social media

## **Wrap-up and Next Steps**

- Best wishes through the end of open enrollment/We will not meet in December/We will reconvene after the New Year

## **Adjourn**

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