



**NC Get Covered Coalition Meeting  
Open Enrollment Period 6 Updates  
Friday, November 16, 2018, 10:00 - 11:30 a.m.  
North Carolina Institute of Medicine  
630 Davis Drive, Ste. 100, Morrisville, NC 27560**

**Meeting Notes**

**Mark Van Arnam, NC Navigator Consortium**

- First few weeks of Open Enrollment have gone well, especially with midterms
- Challenging to get earned media
- Currently looking to hold some phone-a-thons in first week of December- WRAL, WFMY, WECT
  - If assisters willing to help, contact Mark Van Arnam. Need lots of help, especially with WRAL
  - Phone-a-thons being held on the same night so folks can call in to get their questions answered
- Some challenges with Marketplace Call Center
- Challenges with immigration status verification issues, especially with H-2A workers
  - Asking for documents that farmworkers do not have
- Connector upgrade right before Open Enrollment started to help resolve bugs
- Listing of all events for next 2-3 weeks on ncnavigator.net
- Continuing to promote toll-free number to make appointments with assisters: 855-733-3711
- Sec. Cohen and Gov. Cooper looking to attend another enrollment event in December
- Also planning one with Rep. Price
- So far, so good!

**Tim Smith, UNC Family Medicine**

- Consumer traffic is slow but steady
- Aim: reach as many people in need as possible. If they don't enroll, help them connect with other resources
- Outreach through emails and conventional mailing to UNC Family Medicine patients--2,200 households
  - At some point, will make follow up calls
  - Will also air commercials on local radio station
- Volunteers:
  - Legal Aid of NC volunteers come to UNC Family Medicine. Martha is wonderful!
  - 2 UNC Social Work interns
  - 4 UNC Public Health students through collaboration with Pam Silberman and Legal Aid of NC

- Hosting appointments at UNC Family Medicine almost every weekday
- Distribute “purple sheet” through clinic that has information on Marketplace and how to get assistance
- New thing we are trying—setting up table downstairs in clinic. When patients come in, they see the table and staff/volunteers can answer quick questions that patients may have about Marketplace. Can sign up for future appointment. Will also take patient’s name to follow up later. Has been very successful.
- Sometimes hard to get back in touch with patients
  - No-shows for some appointments
    - Tips from NC Navigator Consortium
      - Tried to implement double confirmation calls
      - 72 hours in advance
      - 12-24 hours in advance
      - Seem to be more effective
      - Don’t make appointments more than 10 days in advance

**Jennifer Braley, NC DHHS**

- Sent out “Dear Director” letters to DSS Directors, Cabinet Agencies, Public Health Directors
  - Had lots of information, such as images, web site sample postings, in-person assistance resources, NC Navigator Consortium info
- Direct outreach to consumers
  - 350,000 letters right after Thanksgiving
    - Pulled from NC Fast data base
      - Non-Medicaid
      - CHIP
      - Denied Medicaid in 2018
      - Because they applied, DHHS can send them letters
  - Emails to those who have given permission
  - Some Robo Calls
- Outreach through NC Tracks with email to all providers. Provider and recipient announcement on main page of NC Tracks.
- Social media efforts

**Joe Langley, UNC Wayne Health**

- Going well in Eastern NC
- Trying something new this year—have enrollment assister at NC Works Career Center
  - Added benefit of reaching people who have recently lost employment
- Observation: seeing a lot of sick people sign up; the younger folks are less concerned because there is no longer a penalty.
- Enrollment Events- Dec 8 at Wayne Memorial
  - Looking for assisters to help. Email Willona at [wstallings@caresharehealth.org](mailto:wstallings@caresharehealth.org)
  - Will do mailer and newspaper ad

### **Alice Pollard, NC Community Health Center Association**

- 35 out of 42 FQHCs have active Outreach & Enrollment programs—Marketplace, Medicaid, Medicare
- Host outreach events, enrollment events, media outreach
- Most enrollments are on site at health center (for patients and non-patients)
- Can get connected with appointment through Connector (in some cases) and through 855 number
- According to reports, things are going smoothly.
- Some confusion about provider directories. Make sure you are checking provider directories.

### **Sam Murillo, Wake County Human Services**

- Case Managers are now finally seeing pick up in case load as a result of applications through HealthCare.gov
- Consumers are often confused as to why case worker is contacting them. NC Navigator Consortium came out to talk to staff to talk about how to message to consumers about why they are being contacted by case worker and why they are being asked questions
- How can in-person assisters better prepare consumers who may get outreach from a DSS office?
  - Alice Pollard and Joe Langley happy to pass along messaging which may help with those consumers who work with in-person assisters

### **Jeremy Gillespie, Ambetter**

- Seeing smooth operation on HealthCare.gov
- No NC-specific updates at this early date
- If anyone needs help with Ambetter, reach out to Willona or Jeremy
- Kudos to North Carolina—lots of states not organized like this

### **Jennifer Grady, Blue Cross and Blue Shield of NC**

- Very smooth Open Enrollment
- Were seeing provider search related issues—facilities being shown as in-network but individual providers in those facilities shown as out of network on HealthCare.gov search engine. Thinks these issues have been resolved.
- Appreciate hearing issues from folks so they can get them addressed

**There will be no NC Get Covered Meeting in December. We will reconvene the third Friday in January.**

**Thank you for your support!**