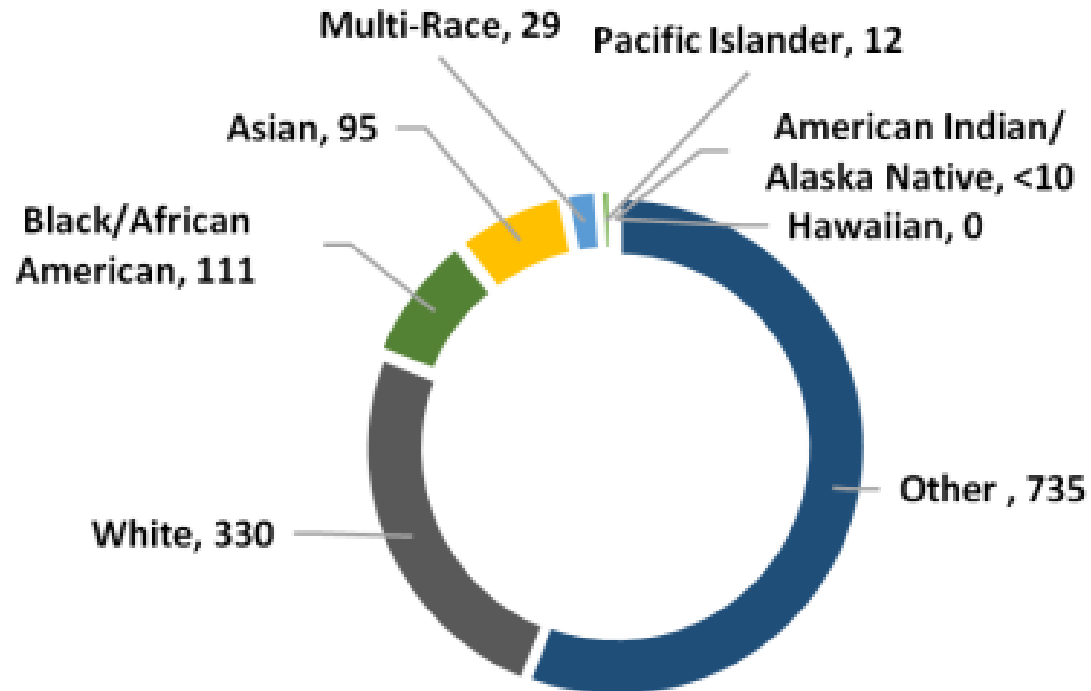


Outreach & Community Engagement

Genny Arredondo (she/her)
Associate Director of Outreach

By Race



Race	IHC Customers	Existing QHP	Census
American Indian/Alaska Native	0%	1%	.91%
Asian	7%	18%	8.87%
Black/African American	8%	4%	3.72%
Hawaiian	0%	0%	---
Multi-Race	4%	1%	5.75%
Other	55%	5%	.38%
Pacific Islander	1%	1%	.64%
White	25%	70%	66.48%

Graphic and chart exclude ~900 IHC customers and ~74k QHP customers who did not report race.

By Ethnicity

Among those reporting ethnicity, 79% of IHC customers report being Hispanic, compared to only 14% of the overall QHP population.

IHC customers by ethnicity



Ethnicity	IHC Customers	Existing QHP	Census
Hispanic	79%	14%	13%
Not Hispanic	21%	86%	87%

Graphic and chart exclude ~400 IHC customers and ~121k QHP customers who did not report ethnicity.

Current Outreach Efforts

Navigator Network

- 1,050 Navigators
- 100+ Tribal Assisters
- 7 Lead Orgs

Broker Network

- 2,000 Brokers
- 10 Enrollment Centers

General Outreach

- Tabling at events
- Event Sponsorships
- Media Campaigns
- 100K outreach funds
- Website
- Multilingual Educational Materials

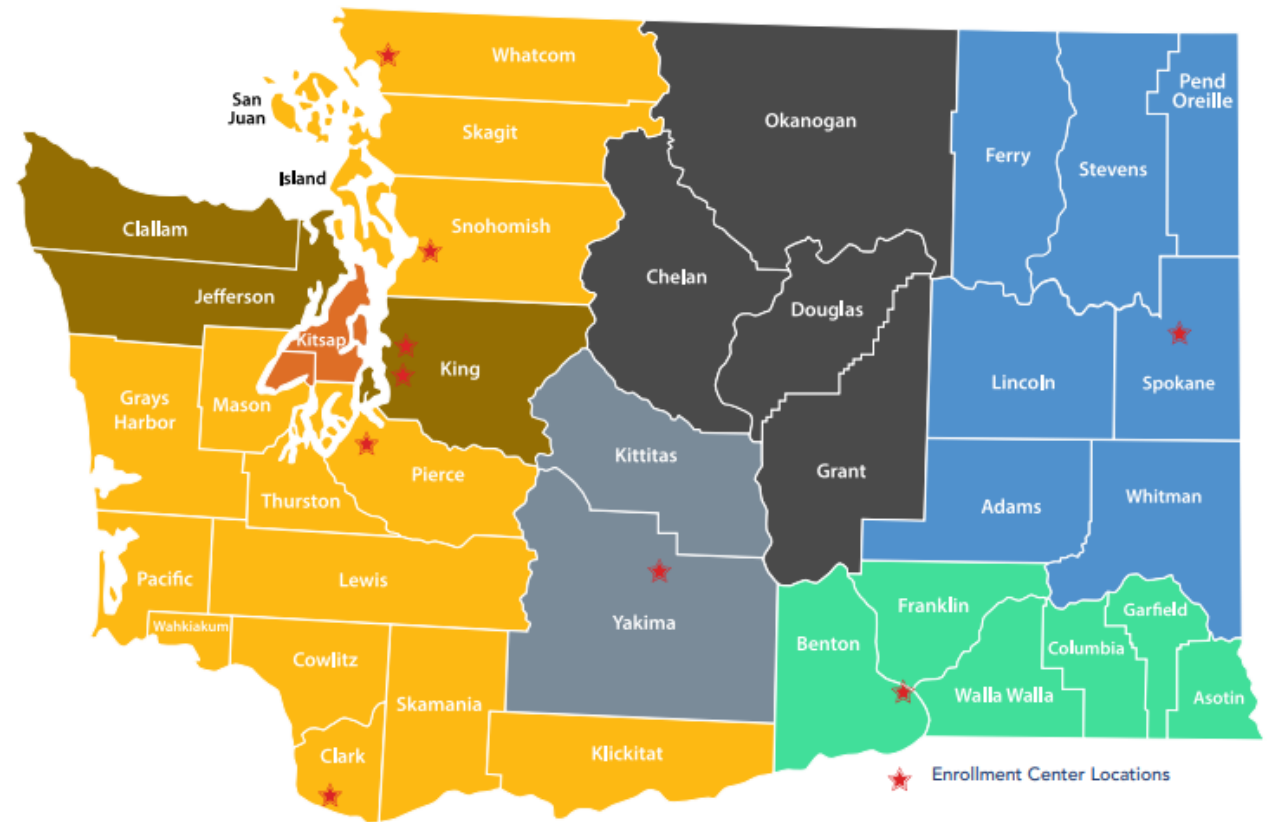
What is the Navigator Program?

The Navigator Program is comprised of statewide organizations that conduct public health education, outreach, and enrollment support through *Washington Healthplanfinder*.

Navigators, Tribal Assisters and Certified Application Counselors (or Assisters collectively) aid the Exchange in advancing health equity by targeting uninsured and historically excluded populations within their community.

They address disparities in health care access through quality in-person or virtual service helping individuals and families understand their coverage and savings options.

Note: [Map](#) shows Lead Organization Service Areas and Navigator or Broker-led Enrollment Centers statewide. Tribal and Certified Application Counselor organizations are not shown.



SeaMar Community Health Clinics
Phone: 1-855-289-4503
Email: seamaripa@seamarchc.org

**Public Health
Seattle & King County**
Phone: 1-800-756-5437
Email: CHAP@kingcounty.gov

**Peninsula Community
Health Services**
Phone: 1-360-377-3776
Email: eligibility@pchsweb.org

Tri-Cities Community Health
Phone: 1-509-543-1952
Email: EnrollmentHBE@mytccch.org

**Confluence Health/
Wenatchee Valley Hospital**
Phone: 1-509-433-3383
Email: SM_CH_Lead_Org@ConfluenceHealth.org

Yakima Neighborhood Health Services
Phone: 1-509-853-2377
Email: navigators@ynhs.org

Better Health Together
Phone: 509-370-5605
Email: bhtnavigatorstaff@BetterHealthTogether.org

Questions

- 1) From your perspective, are there communities HBE is not adequately reaching?
- 2) What outreach tactics should HBE utilize to better reach and serve diverse communities?