

HBE RFP 13-003 Appendix D
Recommended In-Person Assister Organization Selection Criteria

1. Organization Purpose

- a. Mission statement/purpose of organization aligns with or complements the purpose of the HBE
- b. Length of time in operation in this county and/or working with a specific population
- c. Organization is well-established in the community, has positive regard among community members and is trusted by community members.

2. Population Served

- a. Organization has demonstrated existing relationships, or the ability to establish relationships, with potential users of the Exchange.
- b. Organization has experience serving diverse, low income communities.
- c. The organization's typical target population/membership aligns with HBE purpose (e.g., uninsured, low income, Medicaid-eligible, military, American Indian, Native Alaskans, disabled, linguistic and cultural needs, etc.)

3. Staff Profile

- a. Staff profile or organization chart (number and type of positions)
- b. Organization staff is experienced and skilled using computer applications.
- c. Staff has expertise in Medicaid and other health care/health insurance or health coverage programs.
- d. Organization's staff have experience delivering effective services to:
 - i. Individuals with limited English proficiency
 - ii. Individuals with disabilities
 - iii. Other underserved or vulnerable populations.
- e. Organization's staff reflects the diversity of the population served.
- f. Organization can adjust staffing level up and down to meet peak demand during open enrollment.

iv. Service Delivery

- a. Organization has the technology and services needed to complete application-enrollment activities in the Washington Healthplanfinder.
- b. Organization conducts outreach and application assistance, determines eligibility for public programs and/or provides health insurance/health benefit counseling as a primary service.
- c. Organization currently determines consumers' eligibility and/or completes enrollment for public health care services or benefits.
- d. Organizational staff can meet with consumers in various community locations as well as days/hours outside standard business schedules.
- e. Organization has an existing Information and Referral component that connects consumers to health care programs and services in the service area. (Note: Information and Referral component is demonstrated through committed agency resources, appearing as an activity on the organizational chart, and is a major component of at least one staff position for the agency.)
- f. Organization has methods in place to communicate information quickly and broadly to community members.
- g. Organization conducts public education events or activities related to health care, health literacy, health care services or programs and/or health insurance plans.

- h. Organization has experience communicating complex programs (such as insurance) in terms and languages suited to target populations.
- i. Organization has the capacity to provide consumers with post-enrollment follow-up/support after the initial eligibility and enrollment.