



Washington Health Benefit Exchange

Health Equity TAC Meeting
September 25, 2018

Open Enrollment Outreach Efforts

Open Enrollment Preparation

Focus Areas

- Developing targets based on forecasts, price changes and environmental data
- Capitalize on customers' preferred communications channels – online (primarily mobile), email and in-person advice
- Identify opportunities to personalize advice to target audience segments
- Expand marketing materials to show examples of financial outcomes based on realistic medical scenarios
- Highlight customer-centric technology/user experience improvements such as WAPlanfinder, mobile-friendly, simplified password requirements and the homepage refresh
- Take a focused approach to messaging the importance of *maintaining* health insurance coverage among subsidized audiences
- Elevate the resources available to evaluate eligibility for financial assistance

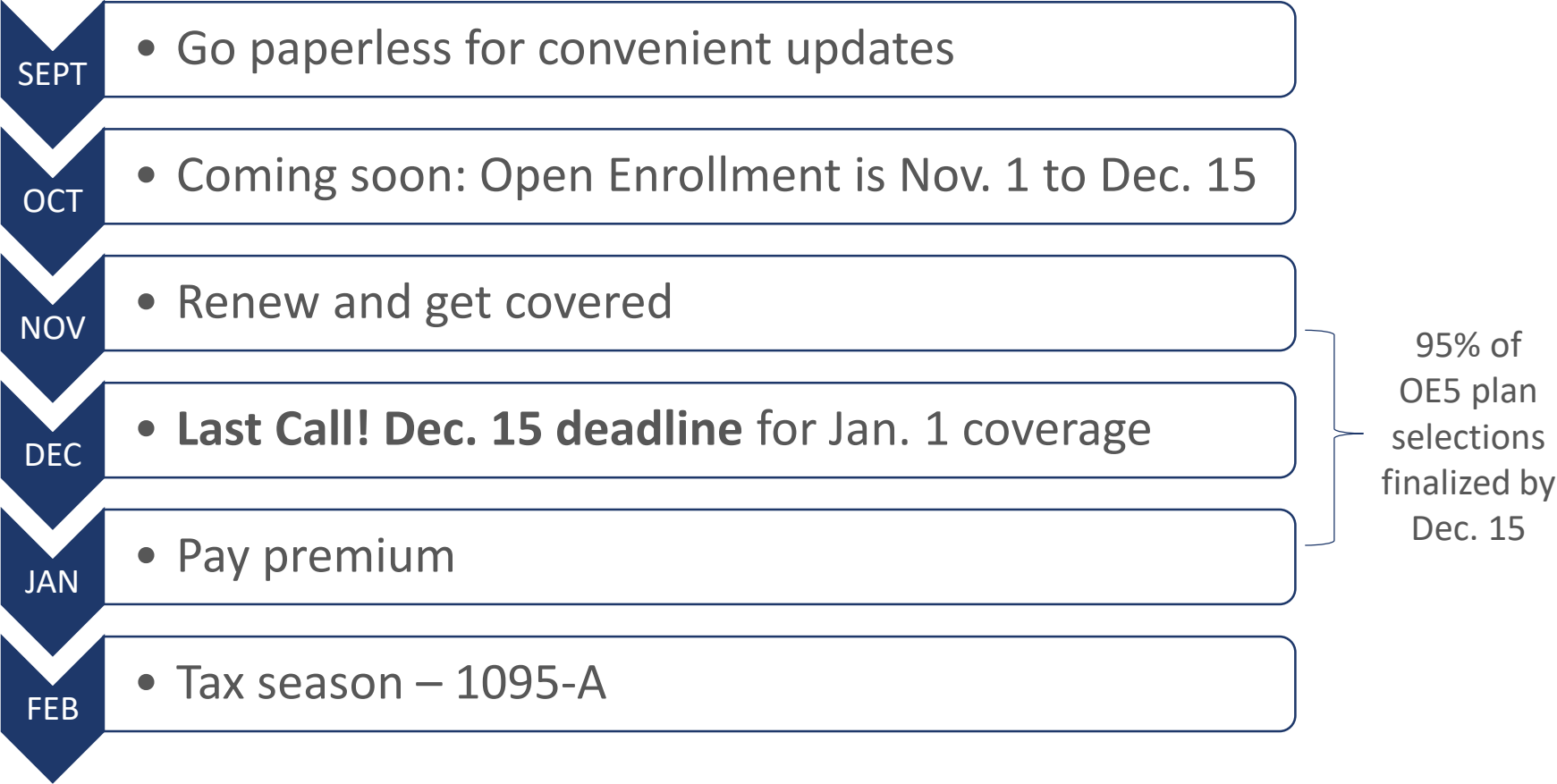


Call To Action Messaging

- Washington Healthplanfinder open enrollment, which is separate from Apple Health enrollment, begins on **November 1** and ends on **December 15** for 2019 health and dental plans. Open enrollment is when you can shop for coverage that meets your needs and budget.
- If you are a renewing customer, you'll receive a letter by **November 1** about your health and dental coverage options for 2019. You may have the same, similar or a pre-selected option for the next year.
- Finalize your health and dental plan selection by **December 15** to ensure your coverage starts **January 1, 2019**. Local, in person help is available.



Timeline



Go Paperless



Go Paperless

Get your coverage information electronically!



FASTER

Messages will be on your dashboard the day after they are sent.



SAVES SPACE

We have to send you lots of information but it doesn't have to pile up.



SAFER

Your account is password-protected for your eyes only.



MOBILE!

Messages are streamed to WAPlanfinder, available on Google Play and the App Store.

Join the club of
600,000
Washingtonians
getting messages electronically



GET STARTED:

- 1 SIGN IN
- 2 MY PROFILE
- 3 Choose ELECTRONIC NOTIFICATIONS



GetCoveredWA – Dec. 1



Beat the rush and get covered.

Don't leave the important decision about health coverage to the last minute.
The last day to sign up for Jan. 1 coverage is Dec. 15.



Direct Email & Push Outreach

Audience	Call to Action (CTA)	Timing
QHP/QDP customers who have mail preference selected	Go paperless	Oct.
All QHP/QDP autorenewals	Shopping tips	Nov.
All QHP/QDP manual renewals	Action required - Renewal checklist	Nov.
QHP autorenewals, no QDP selected	Shop dental	Nov.
Customers who churned out of WAH and may be QHP eligible but are not enrolled	Pick a plan by Dec. 15	Nov. – Dec. rolling
Customers who have not completed/submitted their online application	Submit your application by Dec. 15	Nov. – Dec. rolling
QHP/QDP eligible customers who have not selected a plan	Pick a plan by Dec. 15	Nov. – Dec. rolling
QHP/QDP enrollees who did not report their income	Financial help is available	Nov.
Conditionally Eligible customers	Submit documents	Dec. – Feb. rolling
QHP/QDP enrollees who have not paid	Pay your premium	Dec.



Sponsorships

- Spokane County Fair
- Central Washington Fair
- Seattle International Film Festival
- Western Hockey League
- Ames Bros
- #GetCoveredWA – Dec. 1
- More...



Appendix

Communications Plan





washington
healthplanfinder

powered by the **Washington Health Benefit Exchange**

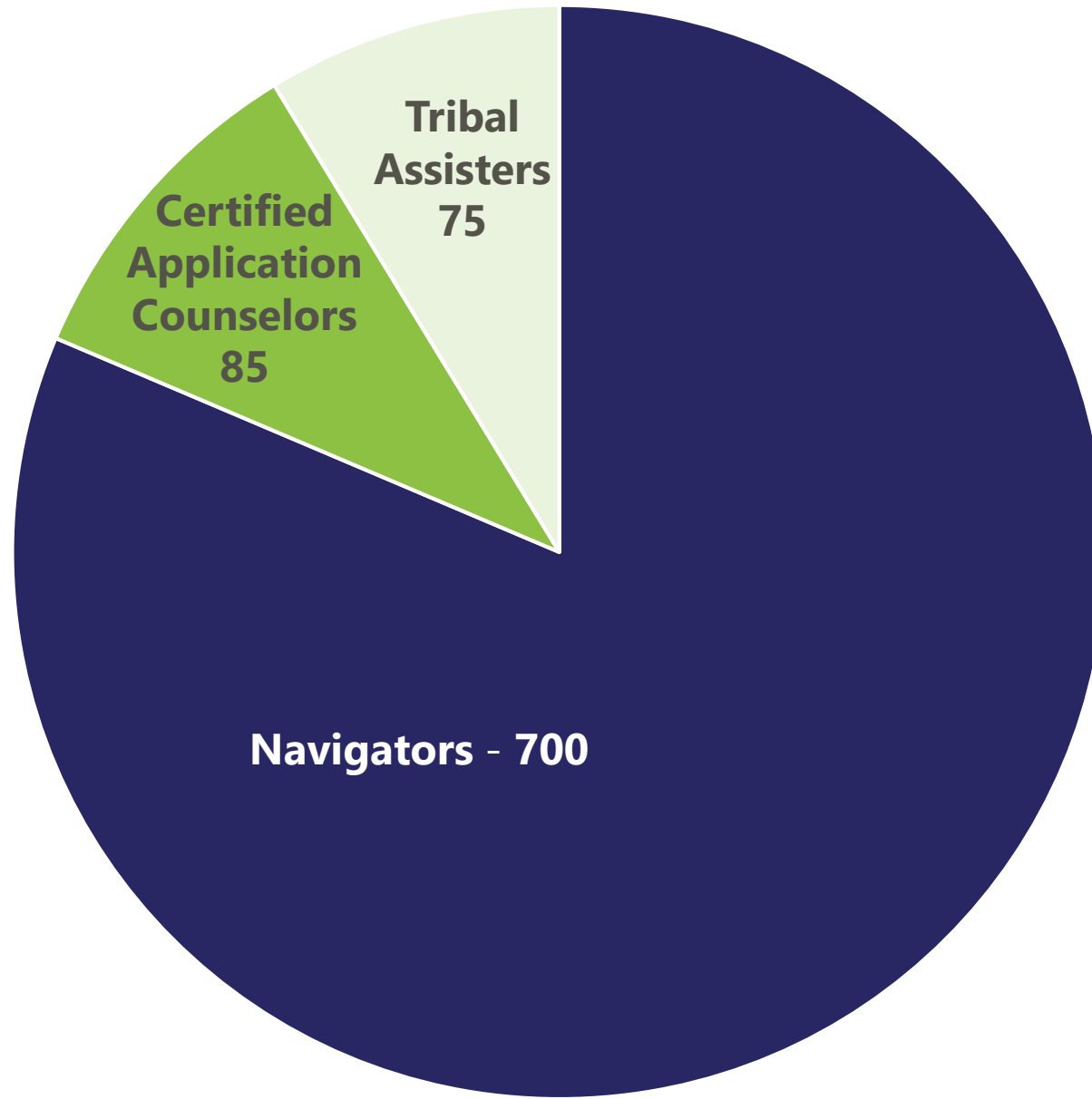
Washington Health Benefit Exchange Navigator Program



SEPTEMBER 2018



875 Certified Assisters

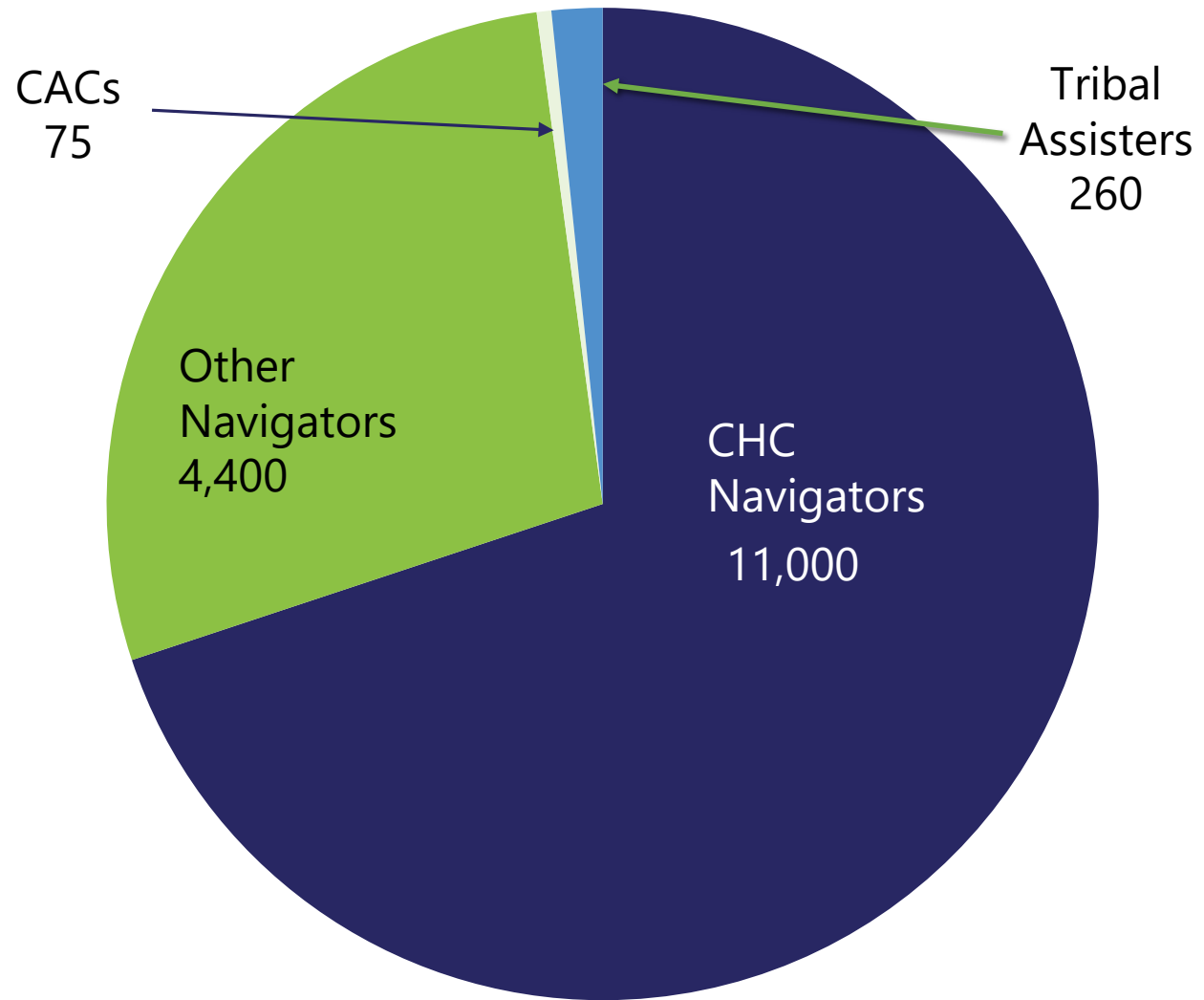


■ Navigators ■ CACs ■ Tribal Assisters ■

QHP Enrollments by Assister Type

15,735 QHPs during open enrollment 5

22,700 for the year (July 1, 2017 through June 30, 2018)



Washington Apple Health Enrollments and Renewals July 1, 2017 through June 30, 2018

Month	WAH
July 2017	30,292
August 2017	14,280
September 2017	12,631
October 2017	15,009
November 2017	16,246
December 2017	15,690
January 2018	15,251
February 2018	11,281
March 2018	11,918
April 2018	10,711
May 2018	11,446
June 2018	10,332
Total	175,087



Looking Ahead - Open Enrollment 6



36 days to Open Enrollment!!



Navigator Challenges

- No penalty
- Affordability, choice
- Shorter enrollment period



Removal of Penalty

- A lot of speculation on impact
- People who pay the penalty now will likely remain uninsured
- Tax credits will likely increase for subsidy-eligible individuals
- People want health insurance – affordability and lack of choice may keep some out of the market



Community-Based Outreach

- Region and population-specific outreach plans
 - Identify target populations
 - Assess/recruit new partner organizations
 - Establish strategies for each county
- COFA Islander Health Care Program
- Targeting areas with remaining uninsured by zip code
- HBE sponsored events – hockey, fairs, etc.



ONGOING PARTNERSHIPS AND OUTREACH VENUES

Ongoing outreach sites

- Community fairs, festivals, and events
- Health fairs and immunization clinics
- Schools (K-12, higher ed, alternative)
- WorkSource adult and youth programs
- Libraries
- Jails and drug courts
- Low-income housing complexes
- Farms and orchards
- Shelters
- Food banks
- Farmers markets
- Faith-based organizations
- WIC and other DSHS offices

Targeted strategies

- Project Homeless
- English and foreign language radio, tv spots
- Mobile medical outreach
- Hiring native navigators (Russian, Ethiopian, Marshall Islander)
- WorkSource youth programs
- Fiestas Patrias
- Wenatchee Health and Wellness Expo
- Kitsap Public Alerts
- Methadone Clinics
- Hockey league
- Stonewall Youth (LGBTQ)
- Back to school events
- Partnership with Salvation Army
- Small businesses



Washington Health Benefit Exchange Navigator Program Summary of Best Practices in Outreach



2018

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Cross-Training

Organization-wide Cross-Training at Korean Women's Association

Over 1,300 KWA staff, many of whom are bi-lingual, are cross-trained in *Healthplanfinder* benefits so they can easily connect people who need coverage to a navigator for enrollment information and assistance

Media Partnerships

Korean and Vietnamese News Media – Korean Women's Association

KWA uses foreign-language radio and newspaper articles to reach and educate Korean and Vietnamese residents.

Spanish TV – Tri-Cities Community Health

TCCH has established a relationship with two Spanish television stations that offer free air time.

Mobile Outreach

Mobile Street Outreach – Yakima Neighborhood Health Services

The outreach team goes downtown, by the river, alleys, missions and shelters. Workers are equipped with laptops and hotspots to enroll individuals and schedule appointments on the spot.

Mobile Medical Outreach to Migrant Farmworkers – Sea Mar.....

Farm owners refused to let Sea Mar bring mobile medical services to farm workers due to a lack of trust. Sea Mar reached out to its Promotores for assistance, and they were able to bridge the gap.

Mobile Outreach to Schools – Yakima Neighborhood Health Services.....

YNHS visits Yakima schools with its mobile medical van to perform sports physicals and for other events. YNHS offers a service that enables kids to participate in athletics, and reaches many kids and parents who are uninsured.

Partnerships

High Schools – Tri-Cities Community Health

TCCH partners with Communities in Schools, a non-profit that focuses on kids at risk of not completing high school. This relationship helps TCCH connect with kids and families who need coverage.

Russian Community in Clark County – Sea Mar

Sea Mar experienced a gap in serving a growing Russian community in Clark County due to language and trust barriers. Sea Mar hired a navigator from the Russian community, who quickly made in-roads.

Campaign to Reach African American Drivers – Public Health Seattle-King County

A large segment of the African American immigrant community in King County are drivers (Uber, Lyft, limo or taxi drivers). King County hired a Navigator from Ethiopia and developed a campaign to reach this group of immigrants.





Thank you!

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