



2019 Navigator Program Procurement

HEALTH EQUITY TAC MEETING

MARCH 27, 2019

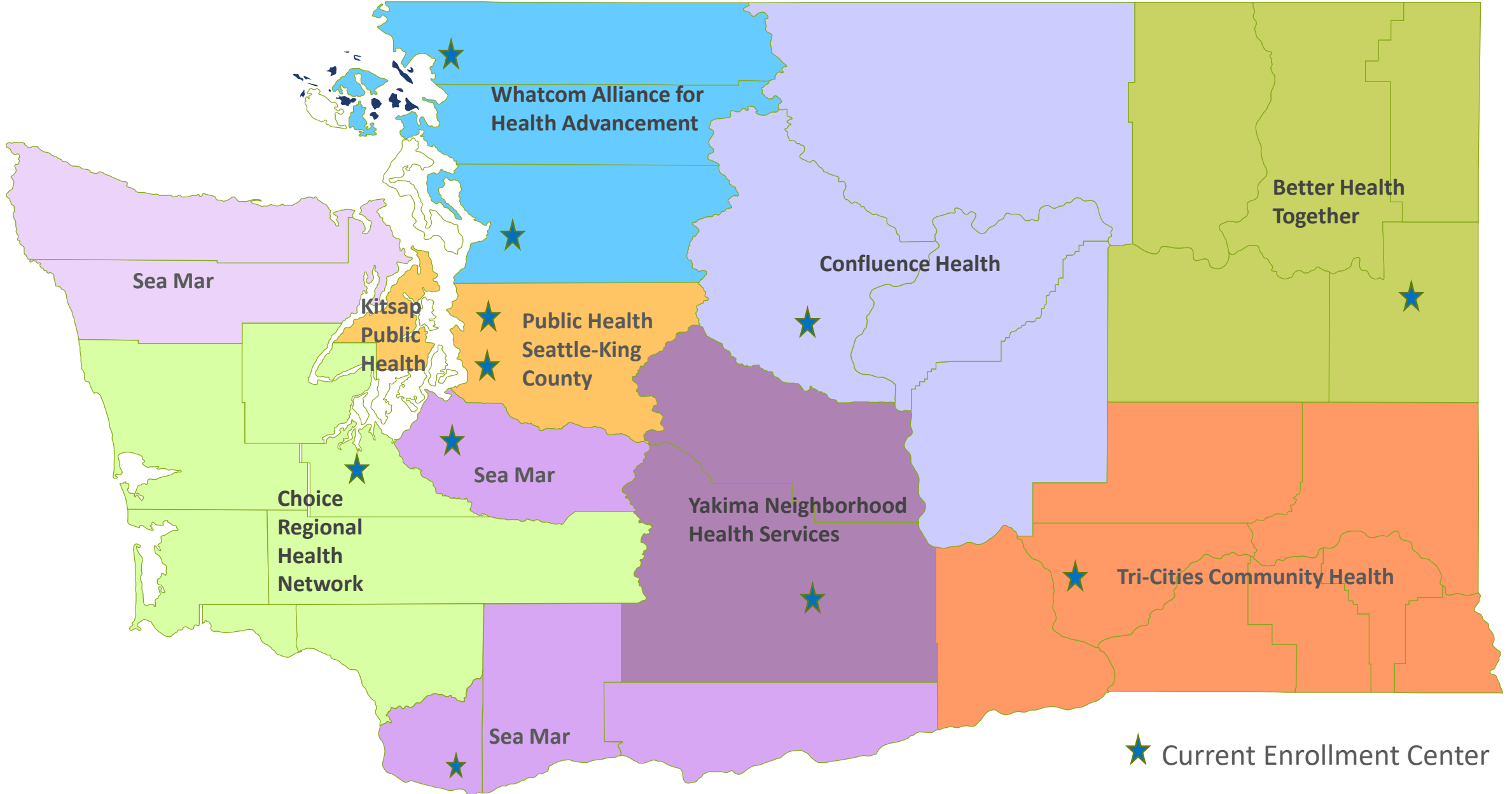
KELLY BOSTON, ASSOCIATE DIRECTOR OF MARKETING

Benefit of Lead Organizations

- Trusted, knowledgeable community resource
- Understand community needs and how to reach at-risk groups
- Year round help for Apple Health and QHP customers
- Represent HBE in ways we cannot (including HBE sponsored events)
- Partner and oversee diverse supporting organizations
- Statewide support and training for nearly 900 Navigators in the field in close to 200 partner organizations



Lead Organization Service Areas and Enrollment Centers



Who Navigators Assist

- 90% Apple Health, 10% QHP
- 50% of those receiving help are people of color
- 98% of people are under 300% FPL
- 23% of people are legal permanent residents
- Assisted more than 75% of COFA Islanders enroll in OE 6
- Provide assistance in 40 different languages



Aligning Navigator Program: Access to Assistance

Coverage: Continue statewide Lead Organization presence to engage with new and existing enrollees

- Maintain statewide partner network to ensure access to assistance as needed
- Community based outreach with QHP focus during open enrollment

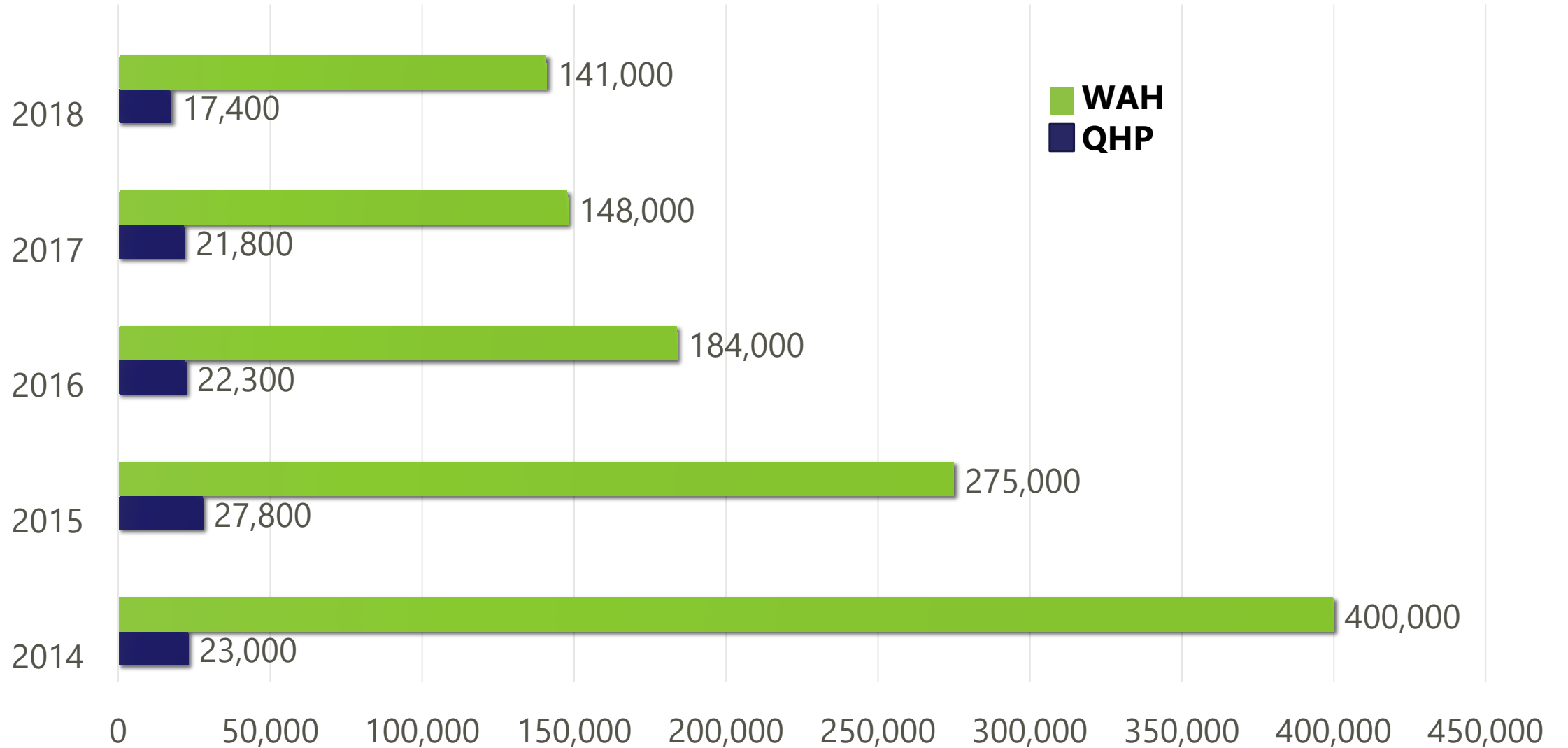
Populations: Leverage organizations with strong equity/target populations focus

- Look to organizations with existing ties to HBE's target populations (Urban Indians, rural residents, LGBTQ, and communities of color) for outreach, consumer education, and/or enrollment and retention of groups at risk of losing coverage
- Establish KPIs that reflect the work done in this area

Budget: Align program results with financial and operational goals and workload

- Renewal populations and remaining new enrollment has enabled organizations to focus on those with the greatest needs including those previously on Apple Health and now QHP eligible
- Focus on retention, outreach, consumer education around access to care, tax filing requirements, understanding in-network requirements, reporting changes, etc.
- Capture more information on customer engagement, activity

Navigator Enrollments and Renewals



Goals of 2019-20 Navigator Program

- Continue statewide support both geographically and demographically
- Work within a smaller marketing budget than previous years
- Align Navigator funding to workload of organizations
- Retain existing customers and target hard-to-reach, underserved populations
- Maintain easy access to in-person help year-around for Healthplanfinder customers



Evolved Lead Organization Scope of Work

OUTREACH <ul style="list-style-type: none">• Assess service area – identify target populations• Submit an annual outreach plan• Plan/conduct events to target populations and others• Coordinate outreach in the service area with network partners	ENROLLMENT <ul style="list-style-type: none">• Ensure enrollment sites with in-person assistance throughout the service area• Year-around assistance with account-related needs (WAH, SEP, change reporting, tax filing, invoices/payment, churning)• Ongoing consumer education
NETWORK DEVELOPMENT AND OVERSIGHT <ul style="list-style-type: none">• Assess network and determine underserved, at-risk groups• Recruit/maintain network partners• Subcontract• Manage payments for paid partners, if any• Coordinate on navigator staff changes• Keep partners up to date• Evaluate effectiveness	MANAGE AND SUPPORT NAVIGATORS <ul style="list-style-type: none">• Lead Orgs are first line of support for issue resolution or to submit Zendesk tickets• Coordinate with HBE to add/update navigator status• Ensure navigators have required documents and background checks• Communicate updates, changes, etc.• Provide job shadowing for new navigators

Establishing KPIs beyond enrollment

- Organizational stability including availability of certified, experienced staff in key roles, such as program manager and enhanced users.
- Consistent, established customer efforts (QHP, SEP, WAH, renewals, retentions), including enrollment of target groups (e.g. Apple Health-to-QHP population, 19 and 26 year-olds leaving family plans)
- **Recruitment of diverse navigators who reflect the communities they serve**
- **Education-outreach activities with equity-focused organizations**
- **New relationships established with equity organizations (referral, consumer education, follow-up for retention, enrollment)**
- Training, coaching and oversight provided to new and existing navigators
- Good or excellent ratings from navigators related to timeliness and quality of support

Navigator Procurement Timeline

- February:** Define and approve requirements
- March:** Write RFP sample contract
- April:** Post RFP and collect bidder responses
- May:** Evaluate and select vendor(s)
- June:** Negotiate and execute contract
- July:** Go live with program partners