



Outreach & Enrollment Assistance: Preparing for OE8

Mary McHale (they/them), Associate Director –
Outreach

Advisory Committee Meeting

August 13, 2020

Open Enrollment 8

Nov. 1, 2020 – Jan. 15, 2021

Cascade Care: More Options!

Robust Assister Network

- 950 Navigators
- 95 Tribal Assisters
- 1500+ Certified Producers
- 11 Enrollment Centers

Enrollment Assistance & COVID-19



New Ways to Connect with Assisters



Online Scheduling with Enrollment Centers

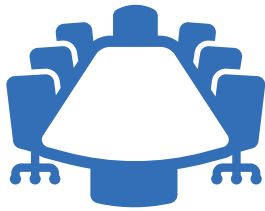


Virtual enrollment assistance using video conferencing



Over-the-phone Enrollment

In-Person Assistance Still Available



Social distancing



Masks required



Revamping physical
spaces

Preparing Assister Network for OE8



Navigator In-Service Training Event: October 2020

- One virtual event for all navigators
- Theme: Navigating the New Normal
- All navigators receiving the same information statewide
- Focus on health equity
- Community-based panels:
 - American Indian/Alaskan Native: Outreach to Urban Indians
 - Barriers to access within the LGBTQ+
 - Serving the Latinx/Hispanic community



Upcoming Trainings for All Assisters

- Smartplanfinder: Methodology and Tips (August)
- Implicit Bias: How to Recognize it & What to Do About It (September)
- Cascade Care & 2021 Plans (October)

All trainings will be offered in a live webinar format. They will be recorded and hosted on the Learning Management Systems for all assisters to access as needed.

Rethinking Outreach



Open Enrollment 8: Outreach

- All navigator organizations and Enrollment Centers typically host or attend hundreds of enrollment events during OE
- Extremely challenging in a COVID environment
- Thinking outside the box:
 - Virtual enrollment events
 - Drive-thru enrollment events
 - Outdoor events with safety precautions

HBE's Approach to Outreach

- Working with Employment Security Department
 - Message to customers: Filing for unemployment benefits? Visit the Exchange to stay covered.
 - Collaborating on communications to shared customers
 - Landing page on corporate site for individuals losing employer sponsored insurance
- Support for employers and employees impacted by layoffs
 - Talking with HR departments
 - Providing tailored materials and resources
 - Connecting impacted employees with assisters
- What else?

Questions?





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