



Customer Support: 2021 Outreach Strategies

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Health Equity TAC Meeting
September 30, 2020

Open Enrollment 8

Nov. 1, 2020 – Jan. 15, 2021

Cascade Care: More Options!

Robust Assister Network

- 750+ Navigators & CACs
- 90+ Tribal Assisters
- 1500+ Certified Producers
- 11 Enrollment Centers

New Ways to Connect with Assisters



Online Scheduling with Enrollment Centers

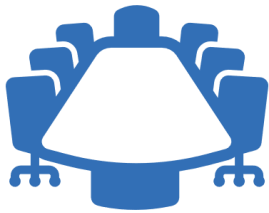


Virtual enrollment assistance using video conferencing



Over-the-phone Enrollment

In-Person Assistance Still Available



Social distancing



Masks required



Revamping physical
spaces

Navigator In-Service Training Event: October 13-15 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
 - Racism is a Public Health Crisis



Upcoming Trainings for All Assisters

- Smart Planfinder: Methodology and Tips (September 2020)
- Implicit Bias: How to Recognize it & What to Do About It (September 2020)
- Cascade Care & 2021 Plans (October 2020)

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 HBE corporate site for individuals losing employer sponsored insurance
 - Coordinating with regional Rapid Response teams
- Support for employers and employees impacted by layoffs
 - Talking with HR departments
 - Providing tailored materials and resources
 - Connecting impacted employees with assisters
- Working with the Washington Childcare Centers Association (WCCA) and other childcare provider groups on connecting childcare workers to coverage

Messaging Considerations

We want our audience to know:

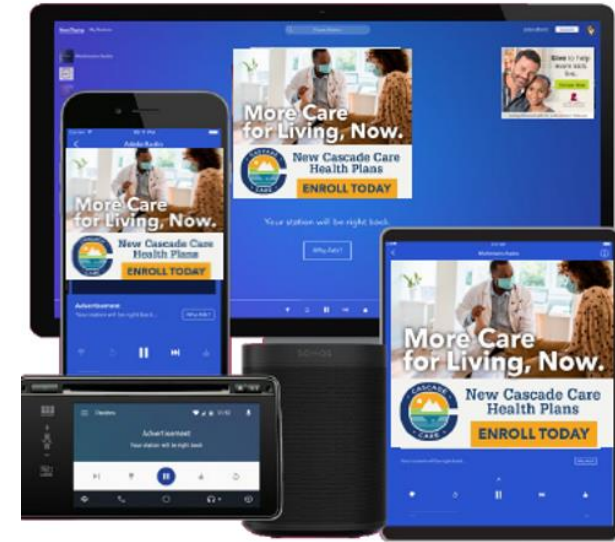
- We are here for you
- We understand this is a hard time
- We can help

We want our audience to understand:

- We have tools to help you make a healthcare coverage decision
- Planning for your health remains important
- There are more options, including affordable, subsidized, free, and easier-to-understand plans

We want our audience to:

- Plan for their health
- Seek out support for healthcare decisions
- Enroll in a QHP or Cascade Care Plan before the deadline

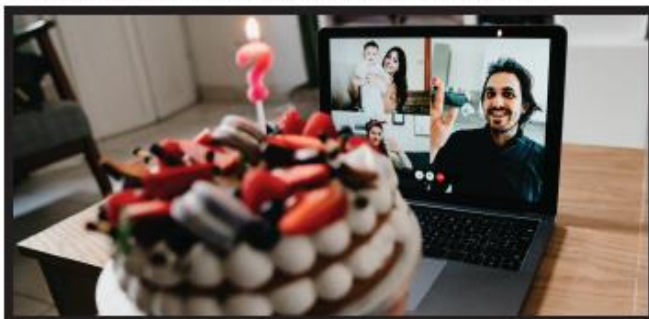


SCENE 1: MONTAGE GRID WITH RECOGNIZABLE CURRENT SITUATIONS



ANNOUNCER V.O.: EVERY WASHINGTONIAN IS ADAPTING.

SCENE 2: TRANSITION FROM GRID TO A PERSONAL MOMENT



ANNOUNCER V.O.: FINDING MORE WAYS TO LIVE WELL.

SCENE 3: TRANSITION BACK TO GRID TO REPRESENT DIVERSE EXPERIENCES



ANNOUNCER V.O.: MORE WAYS TO STAY WELL.

SCENE 4: TRANSITION FROM GRID TO A PERSONAL MOMENT



ANNOUNCER V.O.: AT WASHINGTON HEALTHPLANFINDER YOU CAN FIND PLANS...

SCENE 5: TRANSITION TO ANOTHER PERSONAL MOMENT



ANNOUNCER V.O.: ...FOR HOW YOU'RE LIVING.

SCENE 6: TRANSITION TO IMAGE OF GETTING ONLINE



ANNOUNCER V.O.: WITH OUR SMART PLANFINDER AND HELPFUL CUSTOMER SUPPORT...

SCENE 7: TRANSITION FROM GRID TO A PERSONAL MOMENT



ANNOUNCER V.O.: ...YOU CAN BE ASSURED YOU'LL FIND COVERAGE THAT'S RIGHT FOR YOU.

SCENE 8: TRANSITION TO GRID OF CARE



ANNOUNCER V.O.: AND WITH NEW CASCADE CARE OPTIONS, YOU CAN GET MORE CARE FOR YOUR MONEY.

SCENE 9: TRANSITION TO POSITIVE FAMILY MOMENT



ANNOUNCER V.O.: NOW, THROUGH DECEMBER 15TH, ENROLL IN A PLAN FOR HOW YOU'RE LIVING—including FREE OR LOW-COST PLANS, IF YOU QUALIFY. DISCOVER MORE TO LIVE WELL AT WAHEALTHPLANFINDER.ORG

Out of Home

Digital POS Ads



Essential Business Window + Counter Signage



Grocery Store and Pharmacy Parking Lot Pole Banners





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