Affordable Care Act: Outreach and Enrollment

• ACA in Maryland
• Baltimore Healthy Start’s Navigation Program
• Challenges and Updates
Affordable Care Act: Outreach and Enrollment

ACA in Maryland

helping marylanders connect to health coverage
ACA in Maryland

Maryland was among the first six states in the U.S. to receive conditional approval to operate a state-based health insurance exchange in 2013:

Maryland Health Connection
ACA in Maryland

• On April 12, 2011, Governor O’Malley signed the Maryland Health Benefit Exchange Act of 2011

• The State was divided into 6 regions and Connector Organizations were awarded contracts to coordinate outreach and enrollment throughout a region

• Baltimore Healthy Start is a subcontracting entity for the Central Maryland Region
Maryland Exchange Has Had Significant Challenges...

Passed New Law:

Maryland Health Insurance Plan - Access for Bridge Eligible Individuals Act:

Allows individuals who have had trouble enrolling in the state's online health insurance exchange to temporarily enroll in the Maryland Health Insurance Plan.
Maryland Exchange Has Had Significant Challenges...

**Goal** was 260,000  
**Actual** as of Mid-February was 189,812

Connecticut Plans to Market Health Exchange Expertise
Baltimore Healthy Start’s Navigation Program
Baltimore Healthy Start’s Navigation Program

- Healthy Start is a “shovel ready” CBO operating in ACA targeted communities
- Currently provides community-wide education and awareness about insurance and health care options
- Already outreaches to and enrolls “hard to reach” populations
- Ensures “Access” not just coverage
- Provides Chronic Disease Care Coordination
- Focuses on Women’s Health and Wellness
Baltimore Healthy Start is a Connector Entity under Health Care Access Maryland (HCAM), the Central Maryland Connector.
Baltimore Healthy Start’s Navigation Program

Our Program:

• Is staffed with Navigators and Assisters
• Serves Communities aligned with Healthy Start service area in Baltimore City
• Is required to hold 18 major events during open enrollment
• Operates 5 major enrollment sites and numerous hub sites daily
• Must enroll 3,000 or 500 month
• Is Eligible for incentive payments if Connector exceeds enrollment targets
Our Team

• **Project Director-** 1 FTE (also a Certified Navigator)

• **Navigators – 3 FTEs**
  – Do it all (outreach/education; help with eligibility applications; enroll in Medicaid/Managed Care Organization (MCO) and QHP/QDPs).

• **Assisters-** 6.5 FTEs
  – Do almost all (Outreach/education; help with eligibility applications; enroll in Medicaid/ MCOs but NOT in QHPs or QDPs).
  – Answer most questions about the eligibility application process and Medicaid/MCOs.
Outreach and Enrollment Strategies

Merck for Mothers Photographs
Outreach and Enrollment Strategies

- Coordinate monthly enrollment events at community sites
- Conduct Door to Door Outreach
- Launch Corner Campaigns/Household Campaigns
- Establish Community Hub Sites
- Hold Health Fairs
- Put on Presentations and Workshops
- Establish a Referral Network of CBO, FBO, and Provider Offices
Community Hub Site Strategy

Sharing information about Health Insurance Enrollment Options through partners with community connections.

**Purpose:** To expand our outreach network. To establish community organization hub locations for dispersing information, hosting events, housing enrollment staff.

**Strategy:** Utilize the locations of strategically located community partners to increase access to additional pools of eligible individuals and families. To locate staff at these sites so as to provide targeted communities with regular enrollment sites and hours. To link into the regular community activities and events being held at hub sites.
Community Hub Site Strategy

• Hub Site Agreement
• Incentive Payment
• Access to their eligible client base
• Space assigned on a weekly bases
• Partnering on Events
“GOOD NEIGHBOR” PEER – TO – PEER CAMPAIGN”

Sharing information about Health Insurance Enrollment Options- Neighbor to Neighbor

**Purpose:** To expand our outreach network. To establish community residential Hub Sites for dispersing Information and holding home-based events.

**Strategy:** Deploy political campaign strategies of yard signs and house parties for increased visibility about ACA, where to get Information, where to Enroll, and to establish credibility through neighborhood endorsements.
**Good Neighbor Peer-to-Peer Campaign**

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Partners with Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Ages 19-64</td>
<td>➢ Baltimore Healthy Start Enrollment Site</td>
</tr>
<tr>
<td>➢ Families</td>
<td>➢ Community Based Organizations</td>
</tr>
<tr>
<td>➢ Individuals</td>
<td>➢ Faith Based Organizations</td>
</tr>
<tr>
<td>➢ Small business owners</td>
<td>➢ Neighborhood Businesses</td>
</tr>
<tr>
<td>➢ Working or unemployed neighbors</td>
<td>➢ Hair Salons/Barber Shops/Nail Salons</td>
</tr>
<tr>
<td>➢ Married and Single family households</td>
<td>➢ Neighborhood Convenience Stores</td>
</tr>
<tr>
<td>➢ High School graduates</td>
<td>➢ Libraries</td>
</tr>
<tr>
<td>➢ College Students</td>
<td>➢ Homeowners</td>
</tr>
<tr>
<td>➢ Men and Women</td>
<td>➢ Community Recreation and Health Centers</td>
</tr>
<tr>
<td></td>
<td>➢ Job Placement Centers</td>
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<tr>
<td></td>
<td>➢ Partnering Schools</td>
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<tr>
<td></td>
<td>➢ Community Colleges/Trade Schools</td>
</tr>
<tr>
<td></td>
<td>And more</td>
</tr>
</tbody>
</table>
Lawn and Banner Signs

HEALTH INSURANCE ENROLLMENT SITE

Do You Or Someone You Know Need Health Insurance?

INQUIRE WITHIN OR CALL FOR DAYS AND TIMES

410-396-7318

www.baltimorehealthstart.org
www.marylandhealthconnection.gov

“Moving Your Healthcare Forward”

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www.marylandhealthconnection.gov

“Moving Your Healthcare Forward”
Healthy Lives/Healthy Future
Enrollment on Tour Campaign

Sharing information about Health Insurance Enrollment Options and the importance of being healthy

Purpose: To expand our outreach events. To emphasize the wellness/fitness features of ACA. To link coverage to accessing care and improving health and wellbeing.

Strategy: Utilize health screening, dental service, and food giveaway events to increase outreach attendance, meet communities needs, inform residents about getting enrolled and getting care.
Healthy Lives/Healthy Future
Enrollment on Tour Campaign

HEALTHY LIVES, HEALTHY FUTURE
ENROLLMENT TOUR
NOVEMBER 21ST – DECEMBER 19TH FROM 2PM – 5PM

Having health coverage can help you stay healthier and protect you from the high cost of a medical emergency. We can help you get the health insurance coverage you need for you and your family.

Thursday, November 21st Food Giveaway
St. Mary the Virgin Episcopal Church
5121 Walltown Ave. 21216

Thursday, December 5th Safety & Prevention
Baltimore Healthy Start
1622 N. Carey St., 21217

Tuesday, December 10th Career Resource Fair
Baltimore Healthy Start
610 N. Chester St., 21205

Thursday, December 12th Family Wellness Day
Park Heights Community Health Alliance
4151 Park Heights Ave., 21215

Tuesday, December 17th Get Fit Tuesday
St. Mark’s United Church of Christ
1805 Wicks Ave. 21230

Thursday, December 19th Holiday Smiles
Baltimore Healthy Start
2521 N. Charles St., 21218

Cooking Demos
Height & Weight
Blood Pressure
STD/HIV Screenings
Yoga & Zumba
Dental & More

On the spot enrollment
Medicaid or Qualified Health Plan

For more Information
Call 410-396-7318 Ext. 236

Free Refreshment & Raffles
Wellness Passports will be given out.
Bring your wellness passport & a friend to each event and win prizes
Other Outreach Strategies

• Banners
• Door Hangers
• Website Stories
• Flyers
• Social Media
• Community Events
• Focus Groups

Health Start Mobile Text Messaging: STAY ALERT!
Want to receive important alerts about the new health insurance marketplace, open enrollment, upcoming activities and events, and more? Text the words Healthystart to 55469 to sign-up to receive important mobile alerts.
## Baltimore Healthy Start Enrollment Sites

These sites are located in targeted communities across the city.

<table>
<thead>
<tr>
<th>Greater Greenmount Area</th>
<th>Park Heights Community Health Alliance (PHCHA)</th>
<th>Sandtown/Winchester/Harlem Park &amp; Rosemont</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chevelle Bash, Certified Navigator</td>
<td>Perrice Austin, Assister</td>
<td>Kejuana Walton, Certified Navigator</td>
</tr>
<tr>
<td>Aneesah Beech, Assister</td>
<td>Todd Crosby, Assister</td>
<td>Trinese Grant, Assister</td>
</tr>
<tr>
<td>2521 N. Charles Street</td>
<td>4151 Park Heights Ave</td>
<td>1622 N. Carey St</td>
</tr>
<tr>
<td>Baltimore, MD 21218</td>
<td>Baltimore, MD 21215</td>
<td>Baltimore, MD 21217</td>
</tr>
<tr>
<td>410-396-7318 ext 236</td>
<td>410-542-8190</td>
<td>410-523-2258</td>
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<tr>
<td><strong>Days &amp; Times:</strong> Monday, Wednesday &amp; Thursday 10am – 4pm</td>
<td><strong>Days &amp; Times:</strong> Monday, Wednesday &amp; Thursday 10am – 4pm</td>
<td><strong>Days &amp; Times</strong> Wednesdays &amp; Fridays 10am – 4pm</td>
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<thead>
<tr>
<th>Forest Park/ Walbrook</th>
<th>Middle East/ Highlandtown</th>
<th>Morrell Park/ Violetville</th>
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<tbody>
<tr>
<td><strong>St. Mary the Virgin Episcopal Church</strong></td>
<td>Kamal Cubas, Certified Navigator</td>
<td><strong>St. Mark's United Church of Christ</strong></td>
</tr>
<tr>
<td>Kejuana Walton, Certified Navigator</td>
<td>Sonia McFadden, Assister</td>
<td>Karen Jones, Certified Navigator</td>
</tr>
<tr>
<td>Trinese Grant, Assister</td>
<td>Elizabeth Guercio, Assister (español)</td>
<td>1805 Wicks Ave</td>
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<tr>
<td>3121 Walbrook Ave</td>
<td>610 N. Chester Street</td>
<td>Baltimore, MD 21230</td>
</tr>
<tr>
<td>Baltimore, MD 21216</td>
<td>Baltimore, MD 21205</td>
<td>410-644-2847</td>
</tr>
<tr>
<td>410-383-1575</td>
<td>410-675-2125</td>
<td><strong>Days &amp; Times:</strong></td>
</tr>
<tr>
<td><strong>Days &amp; Times:</strong> Every 2nd Saturday of the month 10am – 2pm</td>
<td><strong>Days &amp; Times:</strong> Tuesday &amp; Thursdays 9am – 3pm</td>
<td>Every 1st Saturday of the month 10am – 2pm</td>
</tr>
<tr>
<td>Monday 11am – 4pm &amp; Wednesday 4pm – 7pm</td>
<td>Every 3rd Saturday of the month 10am – 2pm</td>
<td>Monday 10am – 4pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tuesday &amp; Wednesday 1pm – 6:30pm</td>
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<tr>
<td>Sampling of Partners Organizations</td>
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</tbody>
</table>
| **A Step Forward**  
800 N. Fulton Ave  
Baltimore, MD 21217 | Humuniam  
1701 N. Gay Street  
Baltimore, MD | Center for Urban Families  
2201 N Monroe St  
Baltimore, MD 21217 | Zeta House - Community Fridays  
4501 Reisterstown Rd  
Baltimore, MD |
| **Empowerment Temple**  
4217 – 4221 Primrose Ave  
Baltimore, MD 21215 | Enoch Pratt Library  
1300 Orleans Street  
Baltimore, MD 21201 | Pimlico Farmer’s Market  
4151 Park Heights Ave  
Baltimore, MD 21215 | Emily Price Jones Head Start  
3510 Eldorado Avenue  
Baltimore, MD 21207  
6 locations 21211, 21216 |
| **St. Veronica Head Start**  
2920 Joseph Avenue  
Baltimore, MD 21225-1139  
6 locations | UMOJA Head Start  
1500 Harlem Avenue  
Baltimore, MD 21217 | Oliver Community Assoc  
1501 E. Oliver Street  
Baltimore, MD 21213 | First Apostolic Faith Church  
27 S. Caroline Street  
Baltimore, MD 21231 |
| **Enough Pratt Library**  
200 N. Linwood  
Baltimore, MD | Faith Presbyterian Church  
5400 Loch Raven Blvd  
Baltimore, MD | Oliver Street Food Giveaway  
1300 N. Oliver Street | Cookleys Community Baptist Church  
1208 Walnut Ave  
Baltimore, MD 21229 |
| **University of Maryland Medical System**  
4538 Edmonson Ave.  
Baltimore, MD 21229 | Refuge International Church  
711 Popular Grove  
Baltimore, MD | Metro Delta Head Starts  
1200 Pennsylvania Ave,  
Baltimore, MD 21217  
6 locations (21229 & 21217) | Northwood Appold United Methodist Church  
4499 Loch Raven Blvd. Baltimore, MD |
| **Beans and Bread**  
420 E. Bond Street  
Baltimore, MD | Weinberg Housing and Resource Center  
620 The Fallsway  
Baltimore, MD 21202 | William Paca Elementary  
200 Lakewood Ave  
Baltimore, MD | Bea Gaddy’s Place  
425 N. Chester Street  
Baltimore, MD |
| **NAACP – Baltimore Branch**  
6 W. 26th Street  
Baltimore, MD 21218 | Alternative Direction  
2505 N Charles St  
Baltimore, MD 21218 | REA Career Workshop Program  
1100 N. Eutaw Street Rm 209  
Baltimore, MD 21201 |  |
Enrollment Numbers
Navigation Program Enrollment Results

Total application received = 1660 (projected) through March 31, 2014
Challenges and Updates

– Problems at federal level resulted in reduced enrollment
– Statewide system failures (external and internal portal website)
– Media and consumers misinformed regarding ACA
– Paper application process required engaging enrollees twice
Enrollment Follow Up

We are going the extra step:

• Following up to see if those enrolled received their ID cards
• Referring pregnant and postpartum women to home visiting programs
• Being available for follow up questions
The Good News!

Over 5 Million previously uninsured or underinsured Americans have gained health care coverage.
Thank You!

Alma Roberts, MPH, FACHE
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Baltimore, Maryland 21218
410-396-7318, ext. 231
alma.roberts@baltimorecity.gov