

Health Center Strategies to Address High Demand for Enrollment Assistance

Additional In-Person Assistance Techniques

- Providing a group enrollment option for consumers who require less assistance to complete the application, with a CAC available to answer questions if/when they arise and one-on-one appointments for who need or desire more assistance.
- Exploring options for classroom-style assistance, e.g., projecting on a screen the enrollment process as consumers follow along independently, with assisters floating among them to respond to questions.
- Using some assisters for one-on-one assistance and one or more other assisters as “floaters” for following up on more difficult questions encountered in the one-on-one sessions and/or assisting those who are primarily working through the process on their own.
- Renting self-service kiosks for patients to better accommodate those who need access to a computer, but who prefer to apply on their own, with assistance available if needed.

Preparing Consumers for In-Person Enrollment Assistance

- Providing the Marketplace Enrollment Checklist to individuals who will return for an assistance appointment and having them complete it and bring it with them to their appointment. This helps the consumer be more prepared to answer questions during the enrollment process.
- Scheduling appointments rather than relying solely on walk-ins so there are shorter wait times.
- Conducting screening calls prior to in-person sessions to assess level of need for assistance (e.g., their comfort with use of computers, basic understanding of the new affordable insurance options and enrollment process) to ensure that consumers know what to expect when they arrive, and 3) what documents to bring.
- Triaging assistance appointments, e.g.,
 - Those who need coverage effective January 1
 - Those who want coverage and are ready to enroll
 - Those who want to enroll but are still gathering information
 - Those who aren't sure if they are interested in enrolling but want more information

Expanding Partnerships and Referral Networks

- Taking advantage of partners who have space with lots of computers to support enrollment assistance (e.g., community college computer labs, libraries).
- Creating informal referral arrangements with other assisters (e.g., Navigators) so that if one organization reaches capacity another can be called for backup/support.
- Partnering with outside organizations to provide consumers with more general information about the Marketplace, Medicaid, and CHIP so health center O/E assistance workers can focus more on enrollment assistance.

Increasing/Further Targeting Staff Capacity

- Training additional volunteer CACs.
- Hiring additional staff to become CACs and purchasing additional laptops.
- Increasing hours for assistance during the week or flexing schedules to accommodate more O/E activities on weekends.