

**BPHC Enrichment Series for Grantees**  
**Partnerships for Successful Outreach and Enrollment**  
*September 17, 1:30-3:30pm ET*

This session will describe strategies health centers can employ to plan for and conduct outreach and enrollment activities. Guidance on developing outreach and enrollment activities, targeting uninsured eligible populations, and examples of successful health center initiatives will be discussed.

Future enrichment sessions on O&E will discuss:

1. Outreach and enrollment for special populations
2. Retention strategies for new patients and how to build strong, ongoing community partnerships

**Learning Objectives- After this session attendees will be able to:**

- 1) Develop a plan to conduct in reach to health center patients and outreach to community members.
- 2) Access new data available in the UDS Mapper to target uninsured eligible populations.
- 3) Initiate and retain key strategic partnerships between health centers and PCAs to support health center outreach and enrollment activities.
- 4) Identify lessons learned in successful outreach and enrollment assistance.
- 5) Access current and reliable information on the Health Insurance Marketplace and Medicaid expansion.

**Panel of Experts:**

- Jennifer Joseph, Director, Office of Policy and Program Development
- Kristen Stoimenoff, Deputy Director, Health Outreach Partners
- Jodi Samuels, Assistant Director of Development, California PCA
- Viola Lujan, acting Director of Business and Community Relations, La Clinica de la Raza
- Jennifer Rankin, Geospatial Informatics Senior Analyst, Robert Graham Center
- Cynthia Sierra, Senior Director of Public Policy, Public Affairs and Program Development, Manet Community Health Center
- Kenneth Moore, Senior Health Benefits Counselor/Enrollment Specialist, Manet Community Health Center
- Hawraa Al-Sad, Community Health Navigator and Certified Medical Interpreter, Manet Community Health Center
- Sandy C. Webber, Outreach/Enrollment Coordinator, Community Health of East Tennessee