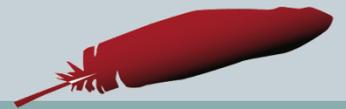


National Indian Health Board Affordable Care Act Marketplace Enrollment Research Project



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Background



- Little is presently known regarding Tribal communities' knowledge and views of the Medicaid Expansion and Private Health Insurance offered in the marketplace, and of the communication efforts to AI/AN communities regarding the ACA and health insurance marketplace. The Centers for Medicare and Medicaid Services (CMS) have commissioned the National Indian Health Board (NIHB) to conduct this study to address this lack of information.

Purpose



- Increase tribal and CMS knowledge on the effectiveness of outreach and enrollment efforts to AI/AN beneficiaries regarding the implementation of the Affordable Care Act (ACA), and in particular the health insurance marketplace, both in the State Based Marketplace and the Federal Facilitated Marketplace through conducting focus groups, interviews and reviewing federal and public healthcare enrollment data.

Project Goals



- Assess AI/AN perceptions of and attitudes towards the ACA and the communications about the ACA from CMS to AI/AN communities.
- Gather knowledge regarding the factors that influence decisions to enroll or not to enroll in healthcare plans.
- Learn more about the effectiveness of ACA and marketplace communications from the Federal government to AI/AN communities.

Initial Methods



- Identify community partner sites using guidance from the NIHB formed *Group of Research Advisors with Tribal Expertise* and the NIHB contracted Research Expert, Dr. Joseph Maxwell.
- Conduct focus groups and interviews at community sites.
- Transcribe audio data collected.
- Analyze the data through coding into common themes and identifying differences.
- Include review of federal and public healthcare enrollment data in final report.

Modified Methods



- Due to the modification of the initial project timeline, data collection methods have been adapted to include focus groups at national conferences to help ensure a more geographically representative sample.

Progress



- Two focus groups have been conducted and several more are planned for the coming months.
- One focus group was conducted in South Dakota as part of a training. The data collected at this focus group has been transcribed and is currently undergoing analysis.
- The second focus group was conducted in New Mexico as part of a conference. The data collected at this focus group is currently being transcribed.

Focus group questions used during conference/training events:



- 1. What types of communications about the ACA have your clients encountered?
- 2. How have your clients responded to the information they've heard?
- 3. What types and sources of information have been most credible to your clients? Least credible?
- 4. Has it been difficult for your clients to enroll? What problems have they encountered?

Focus group questions used during conference/training events:



- 5. What other reasons have you heard for clients not enrolling
- 6. What other issues and perceptions of the ACA have been most important in influencing your clients' decisions to enroll or not enroll? Is the ACA seen as violating the federal government's treaty obligations to AI/AN communities?
- 7. What strategies have you found to be most effective in reaching people about the ACA?
- 8. What suggestions do you have for CMS to improve its communications about the ACA to AI/AN communities?

Initial findings, what is working:



- Holding events to work with people face-to-face
- Having members of the community share their success stories
- Handouts from CMS viewed as credible sources
- Advertisements using multiple media outlets to initially and correct misinformation
- Familiar faces doing the work

Initial findings, suggestions for improvement:



- More PSAs and other distribution of information through all forms of media
- Technical issues need to be resolved
- Printed information designed for a variety of literacy levels
- Medicaid expansion
- More staff available in communities for face to face assistance with applications/exemption wavier

Next Steps



- Continue to collect data at conferences/trainings.
- Commence data collection at community sites.
- Analyze data as it is collected.
- Complete all data collection by end of April 2015.
- Complete all analysis by end of May 2015.
- Final report on project findings to be released in June of 2015.

Questions

