



*American Indian & Alaska Native*

**ENROLLMENT STRATEGIES  
FOR THE  
HEALTH INSURANCE MARKETPLACE, MEDICAID &  
CHIP**

# Agenda

- Enrollment Basics
- How to Increase Enrollment
- How to Host an Enrollment Event
- Potential Partnerships
- Questions

# Enrollment Basics

- Next open enrollment Period: November 1, 2016 – January 31, 2017
- Medicaid and CHIP: Year round
- Special enrollment due to a life change: Year round
  - Got married, had a baby, turned 26, released from prison
- Special enrollment for members of a federally recognized Tribe: Year round

# What You Can Do to Increase AI/AN Enrollment

- REACH
  - Convene your stakeholders or connect with an existing group, i.e. IHS, national/regional Indian organizations, Area Indian Health Board, etc.
  - Define your metrics
  - Develop a plan to get to your target audience, i.e. AI/AN individuals, families, elders, young adults, employers

# What You Can Do to Increase AI/AN Enrollment

- ENROLL
  - Align your shared resources with front-line staff (TCAC, IHS staff, Navigators) and position them in the community
  - Use the power of the stakeholder group to broadcast a shared message

# What You Can Do to Increase AI/AN Enrollment

- COORDINATE
  - Have a plan in place to continue to close the gaps in information and enrollment populations
  - Over communicate your work
  - Celebrate your wins

# Capitalize On Your Strengths

- What has worked so far?
  - Focus on what you do well.
  - Build on what you have done so far.
  - Leverage relationships with your network.



# Capitalize On Your Strengths





# Messaging

- Know your audience
- “Peace of mind”
- Financial assistance messages are most effective
- Learn about your health insurance options
- Affordable! Affordable!
- Special AI/AN benefits

# Host Enrollment Events

- Why plan an enrollment event?
  - An efficient tool to help maximize enrollment numbers among American Indians and Alaska Natives.
  - Popular with consumers, especially those living in rural areas, reservations, and near reservations.
  - Creates earned media possibilities.
  - Good volunteer opportunities.

# How to Set Up an Enrollment Event

- Step 1: Identify your target AI/AN population:
  - Individual consumers
  - Families
  - Young Adults
  - Elders
  - Employers

# How to Set Up an Enrollment Event

- Step 2: Build your event team: Find trusted partners/institutions/locations
  - Tribal community centers
  - Chapter Houses
  - Senior centers
  - Tribal colleges/universities
  - Libraries
  - Tribal national/regional organizations
  - Churches/faith-based organizations

# How to Set Up an Enrollment Event

- Step 3: Set a location and date for the event
  - Community centers, chapter houses, libraries, tribal colleges, etc.
    - Tribal colleges and libraries will have computers labs to use.
    - Free food and giveaways always attracts people to events.
  - Best to work backwards and set at least three weeks out.

# How to Set Up an Enrollment Event

- Step 4: Recruit the most appropriate assistors/Navigators/CACs for the event
  - CACs from IHS facilities or tribal organizations
  - Navigators from the state or regional-grantee organizations or agencies
  - Non-Navigator personnel from state-grantee organizations
  - List of Navigator grantees by state for 2015-2016:  
[https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/2015\\_Navigator\\_Grantee\\_Summaries\\_FINAL\\_09-01-2015.pdf](https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/2015_Navigator_Grantee_Summaries_FINAL_09-01-2015.pdf)



# How to Set Up an Enrollment Event

- Step 5: Promote your event and recruit consumers through:
  - Tribal radio or newspaper ads
  - Canvassing and posting flyers in the community
  - Social media sites
  - Phone banking
  - Door knocking



# How to Set Up an Enrollment Event

- Step 6: Have a successful event!



# Potential Partnerships

## Engaging Tribal Colleges/Universities

- Why target TCUs?
  - Demographic make-up of TCUs.
    - Low-income students living on scholarships
    - Non-traditional students with no job-based insurance.
    - Students not on parent's insurance because it's not available.
  - Few offer student health plans.
  - Most are on reservations or near reservations, so the community outreach is present.

# Setting Up an Event at a TCU

- Contact the following entities to gain permission and/or interest:
  - Administration: Dean or Director of student activities and services
  - Faculty or relevant classes (social sciences, health, etc.)
  - Student life coordinators
  - Student leadership

# Engaging Faith-Based Communities

- Why target faith-based communities?
  - They are trusted messengers.
  - Working with a local congregation to reach individuals and families in tribal areas can be an effective way to break down myths while providing information.

# Events with Faith-Based Communities

- Health Care from the Pulpit:
  - Conduct a “Health Care from the Pulpit” tabling event.
  - Activate a “Heal-the-Community [or Tribe]” Health Outreach Ministry.
  - Host a “Tribal Health Coverage Enrollment Summit”