



# Outreach and Education for Enrollment

8/13/2013

# Agenda

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- I. Introductions
- II. The uninsured in Texas
- III. How do we talk about enrollment?
- IV. Strategies
- V. Fall fellows program
- VI. Count down to enrollment

Enroll  
*America*



GET  
**COVERED**  
AMERICA

Your health. Your choice.



# What is **Get Covered America**?

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GCA is a special project of Enroll America, a **nonpartisan nonprofit**. We are dedicated to **maximizing** the number of **uninsured** Americans **who enroll in health coverage** made available by the Affordable Care Act.



A look at demographics and geography and some polling

# THE UNINSURED IN TEXAS



# Education & Outreach is our focus

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**78%**

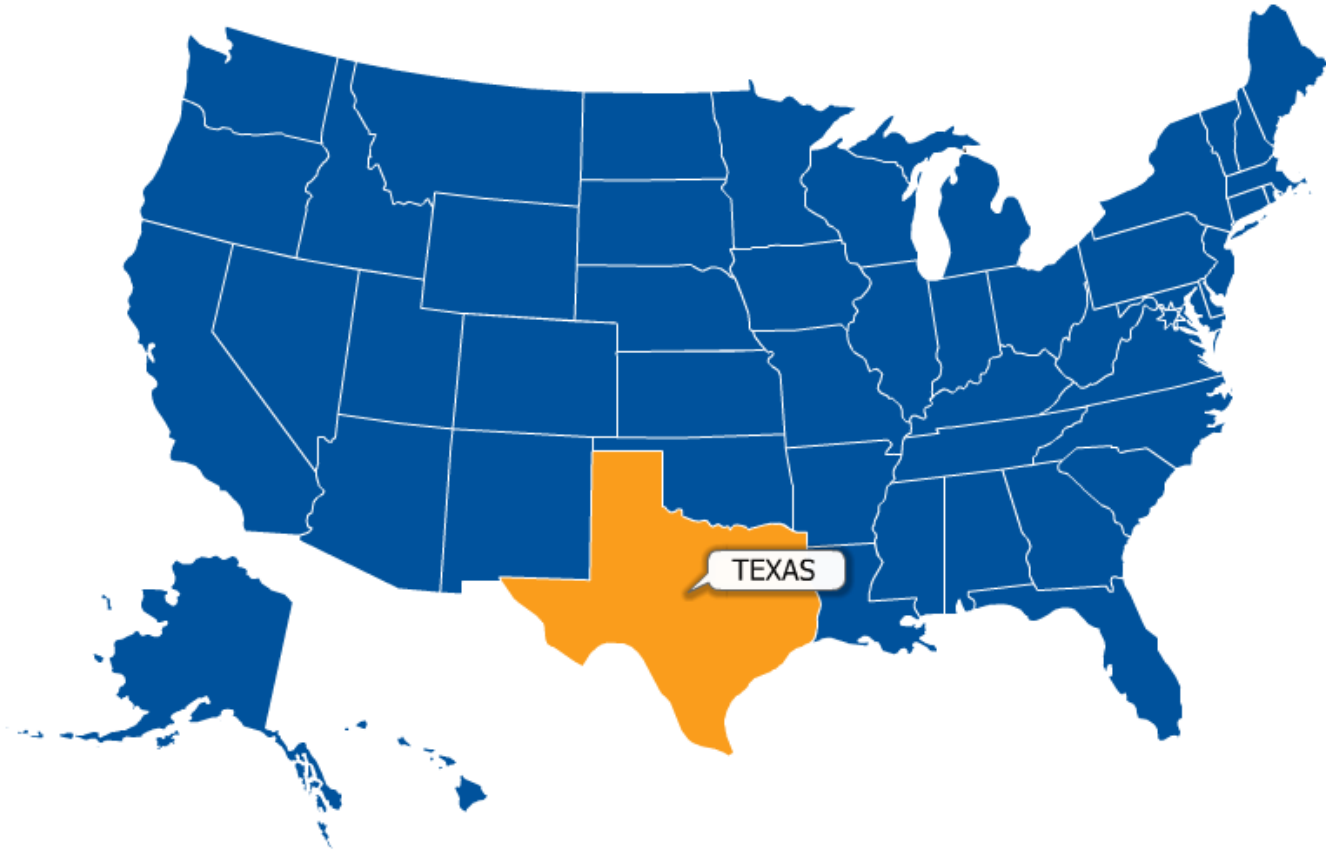
**of the uninsured don't  
know about the new  
health insurance  
exchanges**

Source: Enroll America, November 2012

**Lack of awareness provides opportunity for education with effective messaging**

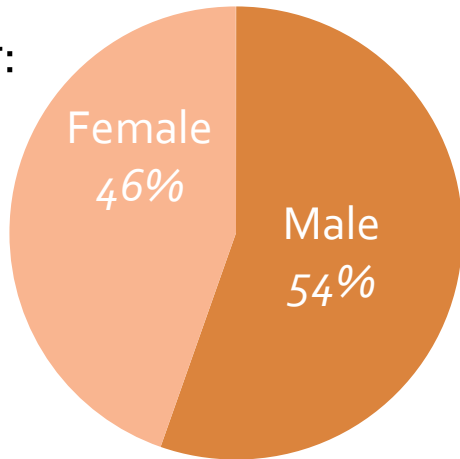
# Get Covered America in Texas

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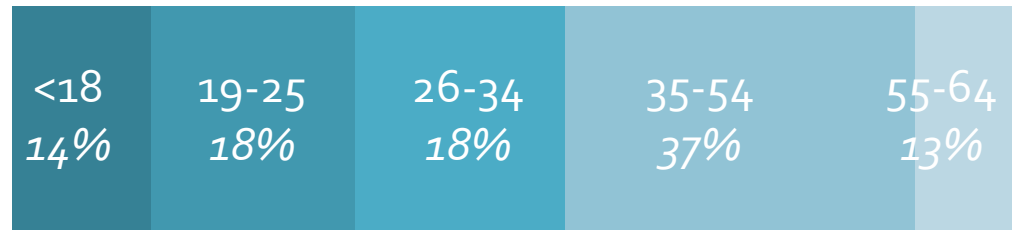


# Who are the uninsured?

Gender:



Age:

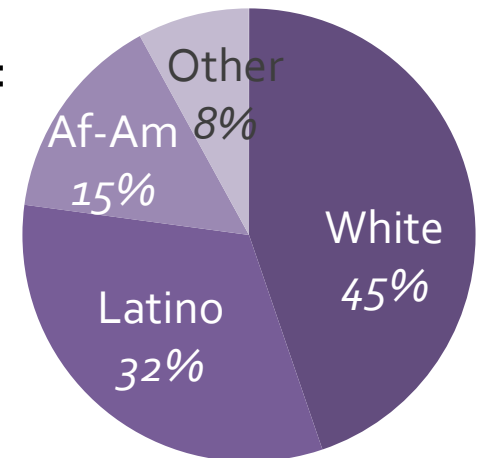


Income

(as % of Federal Poverty Level):



Ethnicity:



Source: Enroll America, 2013



# Where are the uninsured?

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## 3.5 Million eligible uninsured

- Eligible for health insurance market places
- Earning \$23,550 to \$94,200 for a family of 4

## 55% live in 7 counties

- Harris, Dallas, Tarrant, Bexar, Hidalgo, Travis, El Paso
- Much more when taking metro area into account

## Demographics vary between counties

- 66% of uninsured in Harris County are Latino
- 31% of uninsured in Dallas County are Latino

# Enroll America Texas Regions

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## North TX

- Esteria Miller
- [emiller@enrollamerica.org](mailto:emiller@enrollamerica.org)

## Gulf Coast

- Mario Castillo
- [mcastillo@enrollamerica.org](mailto:mcastillo@enrollamerica.org)

## Central/ West

- Ken Flippin
- [kflippin@enrollamerica.org](mailto:kflippin@enrollamerica.org)

## South TX

- Joe Ibarra
- [jibarra@enrollamerica.org](mailto:jibarra@enrollamerica.org)

Messaging learned from experience and research

# HOW DO WE TALK ABOUT ENROLLMENT?



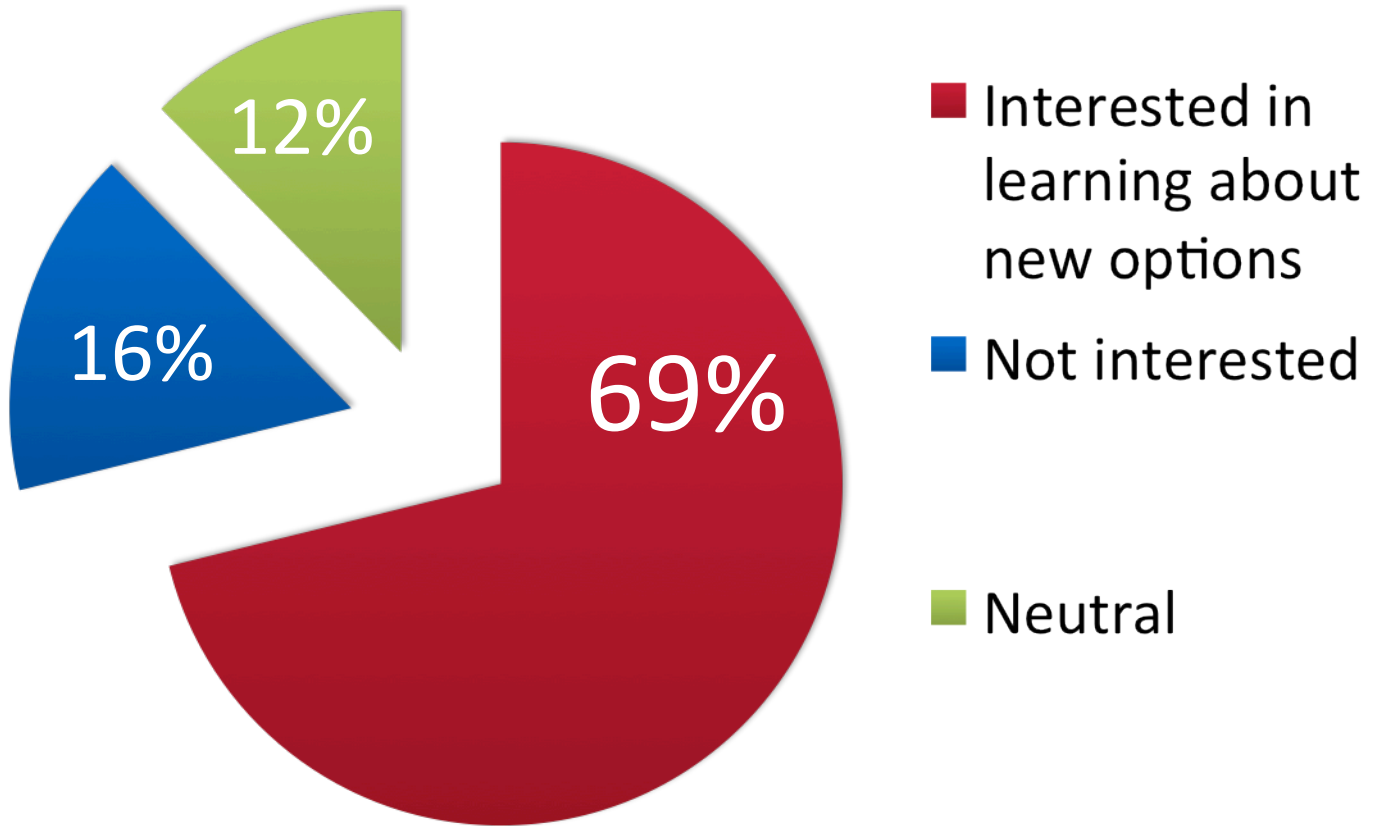
# What do uninsured think about insurance?

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- Universal value of insurance
- Cost and affordability are biggest barriers
- Universal messages surrounding exchanges
- Deep skepticism among consumers
- Previous bad experience
- Too good to be true
- Insurance is confusing
- Latinos vastly overrepresented among uninsured
- Everyone wants help enrolling in coverage

# Consumers want to know their options

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# When you talk about enrollment

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Keep it simple

# Focus on what the plans will cover

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*"All insurance plans will have to cover the care you need, like doctor visits, hospital visits and prescriptions..."*

# Focus on the financial help

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*"You might be able to get financial help to find a plan that fits your budget and your lifestyle."*

*("sliding scale" also works)*



# Something I can understand

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*"All insurance plans will have to show the costs and what is covered in simple language with no fine print."*

(stay away from "one click away")

# You can't be turned away

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*"If you have a pre-existing condition, insurance plans cannot deny you coverage."*

# What you need to know:

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All insurance plans will have to cover doctor visits, hospitalizations, maternity care, emergency room care, and prescriptions.

You might be able to get financial help to pay for a health insurance plan.

These 4 statements reach 87% of uninsured

If you have a pre-existing condition, insurance plans cannot deny you coverage.

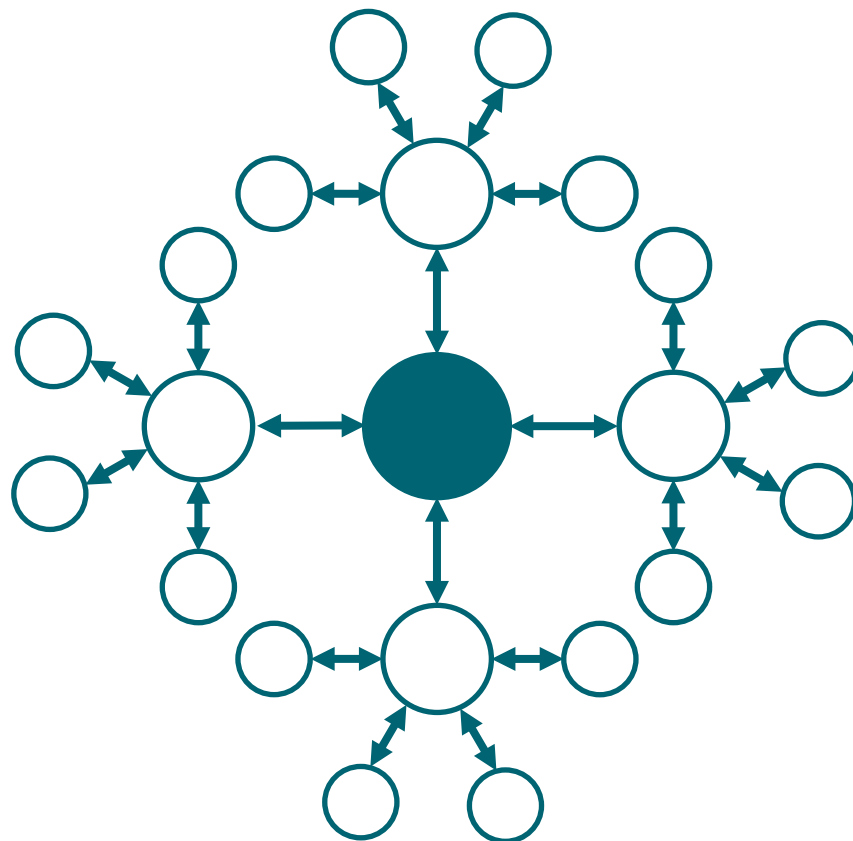
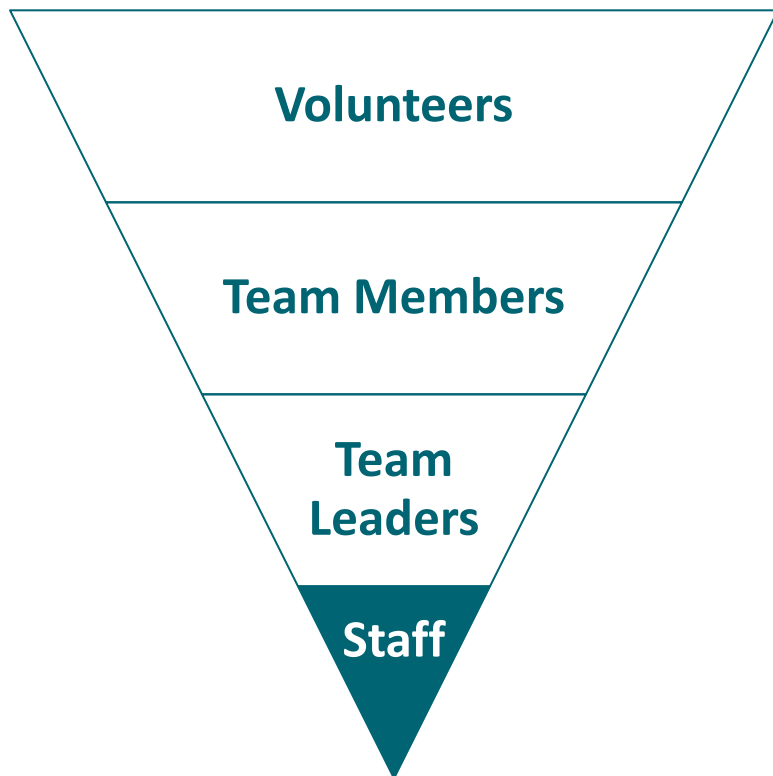
All insurance plans will have to show the costs and what is covered in simple language with no fine print.

Strategies, techniques, and tactics for reaching the uninsured

# STRATEGIES

# Grassroots Outreach

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# Campaign Structure

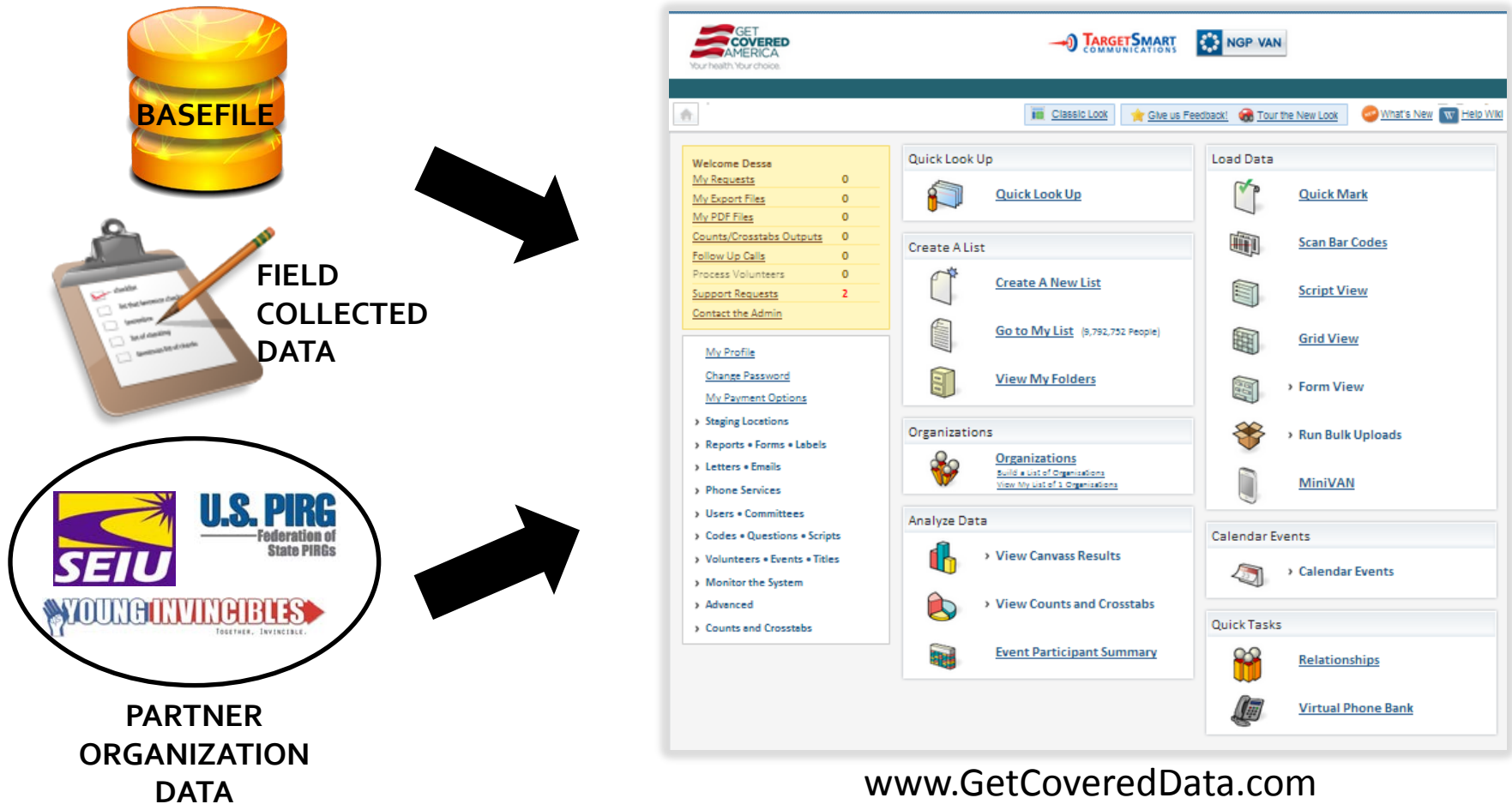
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# Campaign Timeline

| Phase                                   | Dates                      | Priorities   |
|---|----------------------------|--|
| 1. Capacity Building and Education      | <i>June-Sept '13</i>       | <ul style="list-style-type: none"> <li>• Hire additional leadership, recruit volunteer leaders and increase collaboration with partners.</li> </ul>  |
| 2. Marketplace Opens Phase 1 Enrollment | <i>October - Dec '13</i>   | <ul style="list-style-type: none"> <li>• Marketplace opens October 1<sup>st</sup></li> <li>• Refine Field tactics and build strong media, grassroots and partner relationships.</li> </ul> |
| 3. Coverage Begins & Phase 2 Enrollment | <i>Jan '14 - March '14</i> | <ul style="list-style-type: none"> <li>• Coverage begins on January 1st</li> <li>• Continue large-scale enrollment push to complete first year of enrollment</li> </ul>                    |
| 4. Learning and Capacity Building       | <i>April - Sept '14</i>    | <ul style="list-style-type: none"> <li>• Debrief, learn lessons from past year, prepare for October</li> </ul>   |
| 5. Marketplace Opens                    | <i>Oct - Dec '14</i>       | <ul style="list-style-type: none"> <li>• Marketplace open from Oct. 15<sup>th</sup> to Dec. 7<sup>th</sup></li> <li>• Launch full effort w/ media, events, grassroots</li> </ul>           |

# Data driven strategies



www.GetCoveredData.com



# Field Tactics

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- Hold 1-on-1 meetings
- Hold House Meetings
- Run Phone banks
- Run Door-to-Door Canvasses
- Staff tables at community events
- Staff tables at friendly community centers / businesses

# Partner Engagement



# Fellows

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# Counting down to enrollment

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**49 Days to open enrollment**



Your health. Your choice.



[www.getcoveredamerica.org](http://www.getcoveredamerica.org)