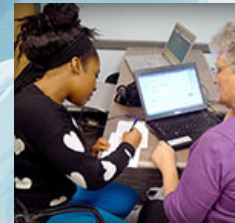


Enroll America Sunsetting

Transitioning for Closure of Enroll America NC



NC Get Covered – May 19
By Sorien K. Schmidt, State Director



Enroll America closing August 11



Enroll America has been winding down since January
Florida – Texas – Tennessee – North Carolina

EANC Functions

1. Connector Scheduling Tool
2. Database of Consumers
3. Messaging
4. Media Engagement
5. Website and Materials
6. Planning Outreach and Open Enrollment Period Work
 - Facilitating Local Planning

Get Covered Connector



- Young Invincibles taking over the Connector
- www.GetCoveredAmerica.org or www.GCAConnector.org will still get you to the Connector
- Connector Widgets still work as is
- Jennifer Simmons still key contact
- June is when transition will be completed

North Carolina Filled Connector Appointments

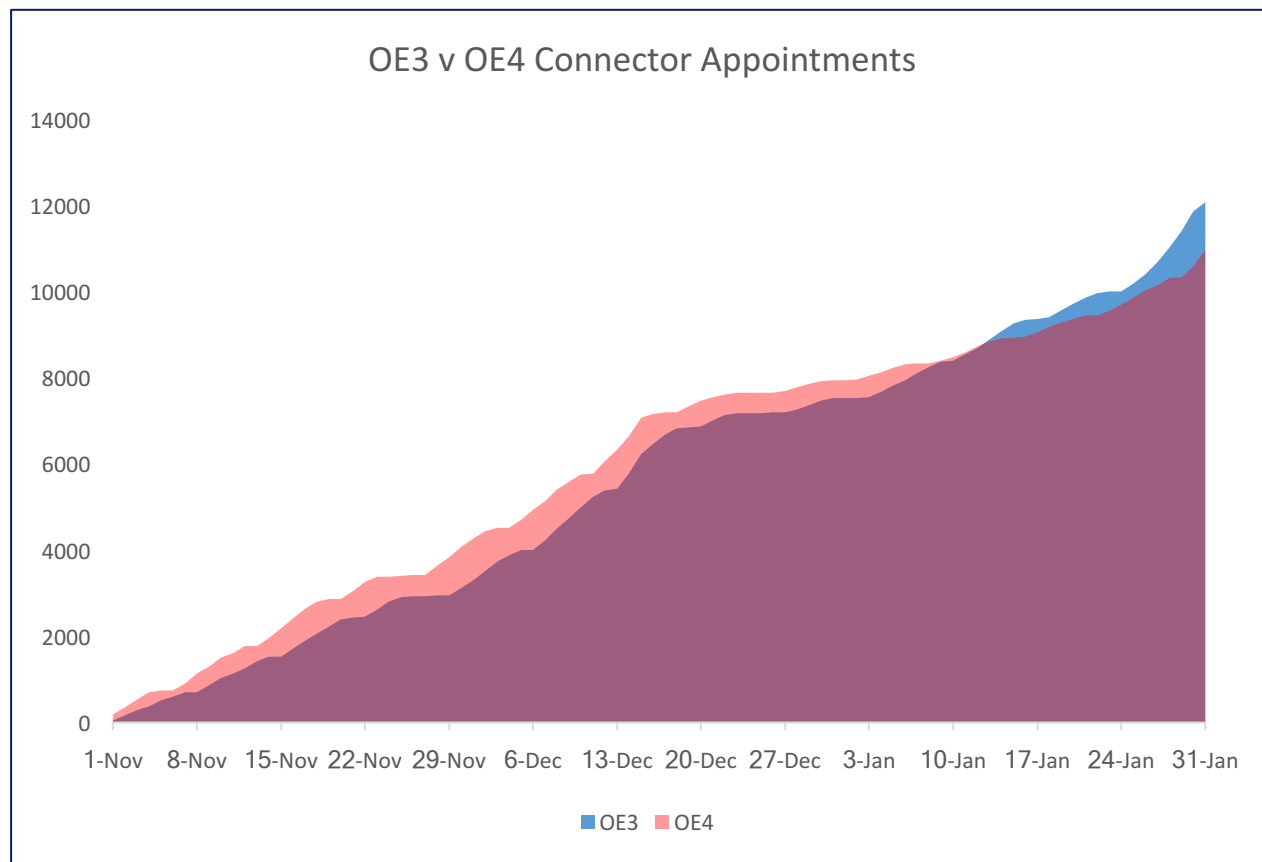
NC Assistors filled almost same number of appointments as OE3.

NC Filled Appointments:

OE3: 10,942

OE4: 10,445

- 4% decrease in NC
- All states on Connector saw overall 19% decrease.



Get Covered Database

- Database is no longer in use by us
- We have list of 75,000 consumer names with contact information, insurance status, date of last contact etc.
- Receivers of the list must sign contract to maintain privacy, not use the list for commercial purposes, not sell the list, not use for political campaigning etc.
- Legal Services of Southern Piedmont, Pisgah Legal Services, NC Justice Center and Legal Aid of NC
 - They can cut lists for other non-profit groups to help people with enrollment
- Will you make calls to the list, when, who?

Messaging for Consumers

- Messaging for who, what, when, where of enrolling and using marketplace insurance. (*not* the advocacy message)
- Involves policy and data analysis
- Core messages continue
 - ACA is still the law
 - As long as you pay your premium you have contract for coverage with your insurer
 - Dates of open enrollment – Nov. 1 – Dec. 15
- Dissemination of Message to Non-marketplace partners
 - Lists of over 1,000 partners – churches, food pantries, health providers etc.
 - Webinars

Earned Media Campaign

- Goals of Media Campaign
 - Inform the public about who, when, how to enroll in marketplace
 - Promote Free Assistance via Connector and Call Center
 - Convey calm and clarity, but acknowledge change and confusion
- EANC
 - Identifies key moments needing media attention, convenes partners to address them
 - Prepares and Distributes media advisories
 - Develops relationships with media
 - Prepares assisters, partners and consumers to talk to media
 - Updates talking points
 - Identifies/ fosters media friendly events and promotes them

Enroll America Website and Materials

FAMILIESUSA
THE VOICE FOR HEALTH CARE CONSUMERS

Contact Act Now Share Your Story Donate

Key Issues Initiatives Blog Newsroom Resource Library About Us

HOME

Enroll America Materials

Families USA is pleased to be able to serve as resource hub for materials created by Enroll America. These resources will include issue briefs, reports, messaging research, and maps to aid in outreach efforts. These materials will help partners continue to build on the great progress made towards reaching and enrolling consumers in coverage.

Share Tweet Email

- + Enroll America's Story (2013-2017)
- + Policy Briefs & Factsheets (2011-2017)
- + Enroll America's Uninsured Estimates for Non-Elderly Adults (2013-2016)

<http://familiesusa.org/enroll-america-materials>

Outreach & Enrollment Planning and Facilitation

Get Covered Academy

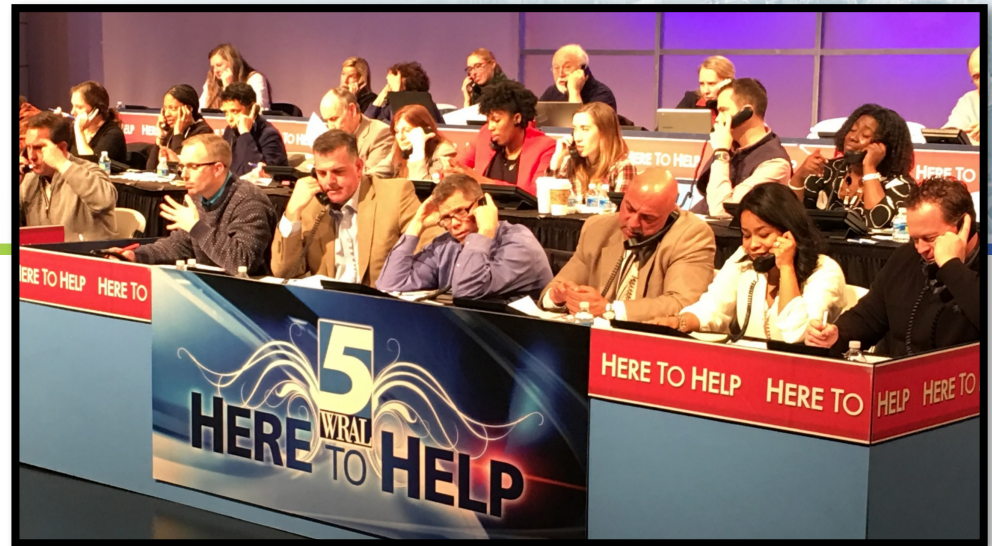


- Facilitated planning: materials, calendars, lists of consumers and more
- Relationships with local faith and public health partners
- Volunteer program to make chase calls and to support enrollment events

Communities: Mountains, Charlotte, Forsyth, Guilford, Wake-Durham, Robeson, Cumberland, Legal Aid Navigators

Other Stuff

- Relationship with WRAL
- Chase Phone Banks
- Coordination and staff for enrollment events
- Latino Community Outreach
- Faith Advisory Board
- Data analysis



We have loved working with you!

