

Outreach and enrollment: Implications for Philanthropy Moving Forward

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Speakers

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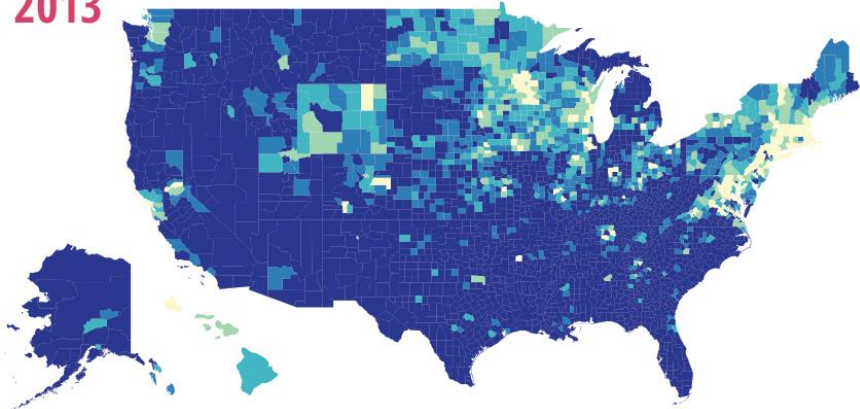
Agenda

- I. OE2 Outcomes
- II. Key Motivators & Best Practices in OE2
 - i. Digital Outreach
 - ii. Field Outreach
 - iii. Coalition Outreach
- III. Setting the Stage for OE3
- IV. Q&A

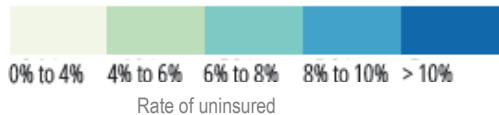
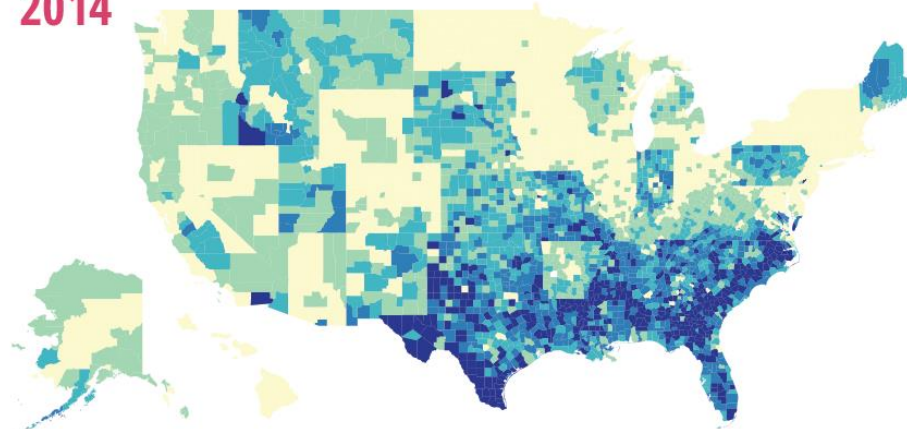
A Comparison of Uninsured Rates by County



2013



2014



Source: Civis Analytics' and Enroll America's data targeting model

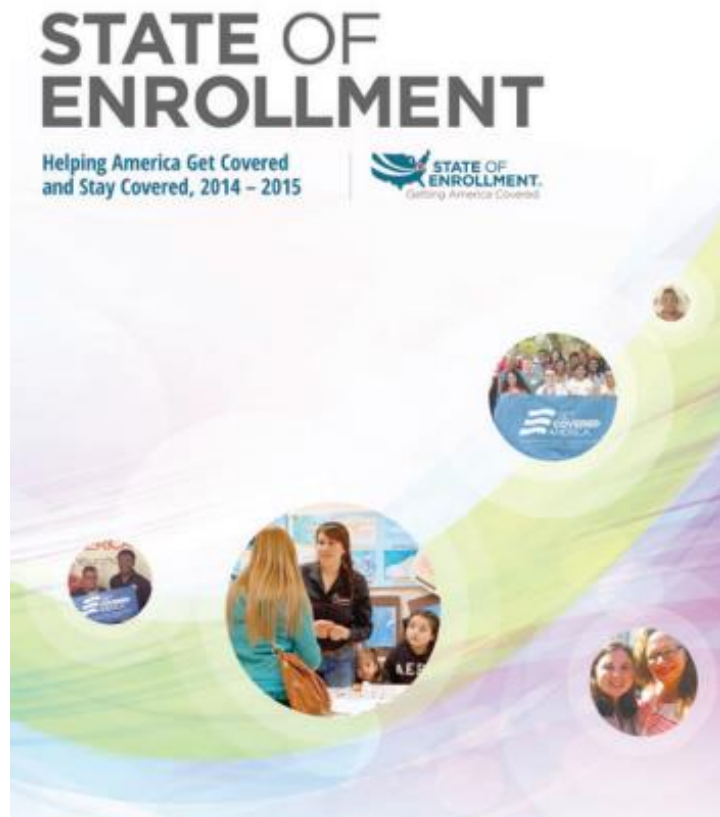
OE2 Outcomes



- 14.1 million adults newly covered since October 2013
 - Uninsured rate dropped from 20.3 percent to 13.2 percent
- Nearly 12 million enrolled in marketplace coverage
 - 86% received subsidies
 - 35% young adults
 - 11% Latino
 - 14% African American
- 11.2 million enrolled in Medicaid/CHIP since October 2013

New Report on OE2

Can access on-line at
EnrollAmerica.org





DIGITAL OUTREACH

Digital Drives Enrollment



1. Email is a significant driver
2. Message testing matters
3. Consumer-friendly personalization tools work

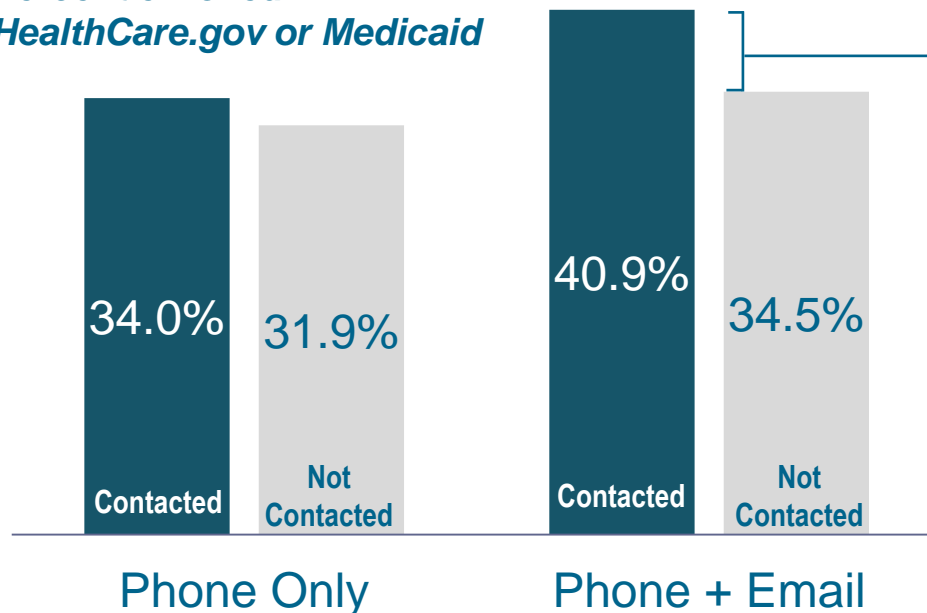
The result: Consumers who utilized a GCA digital resources were **26% less likely to report still being uninsured**

Email + Phone



Consumers who were called and emailed were significantly more likely to enroll than phone contact alone.

Percent enrolled in
HealthCare.gov or Medicaid



18.5% more likely to report getting enrolled

Source: Enroll America, State of Enrollment: Helping America Get Covered and Stay Covered, 2014-2015,
http://www.enrollamerica.org/soe_report_2015/?utm_source=EA_homepage&utm_medium=sidebar_1&utm_campaign=EA_homepage

Messages that Motivate

“Get free, local help with your health insurance application.”

“Pam from PA got covered for \$9.43/mo. See what you qualify for.”

“Sign up by the February 15th deadline or you might face a fine of \$325 or 2% of your income, whichever is higher!”

Get Covered Calculator



SEE WHAT YOU QUALIFY FOR

Enter some basic info and see how much financial help you could qualify for. Let's get started!

Your ZIP code:

Estimated 2015 household income:

in household:

This number includes you and anybody you file jointly with or consider dependents on your taxes.

who need insurance:

If the person being covered is under 1 year old, enter 0.

Calculate

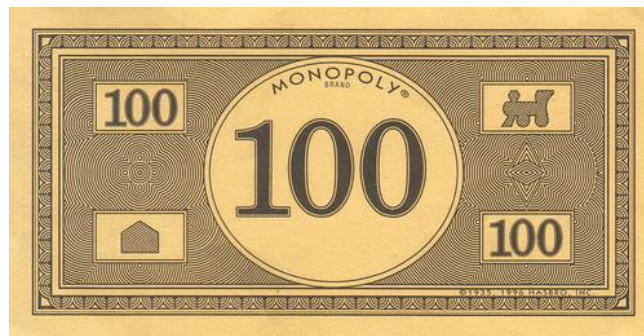
200,000 consumers used the Calculator in OE2 to see what help they qualified for in the Marketplace



Affordability is Key



1 in 4 consumers who used the Get Covered Calculator immediately went on to start the enrollment process.



Consumers that qualified for plans costing less than \$100 were 2x as likely to start the enrollment process.

Source: Enroll America, State of Enrollment: Helping America Get Covered and Stay Covered, 2014-2015, http://www.enrollamerica.org/soe_report_2015/?utm_source=EA_homepage&utm_medium=sidebar_1&utm_campaign=EA_homepage

Get Covered Connector



FIND LOCAL HELP

Need help with your health insurance application? Enter your ZIP code below to find appointments with local application assisters.

Enter Your ZIP Code:

Search Within:

10 miles



Language:

All



Search For Help

- 13,000 locations in 49 states + DC
 - Includes HC.gov Local Help
- 63,000 appointments scheduled to date
- 60% of uninsured live within an average of 4.5 miles of an assister

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Opportunities to Replicate

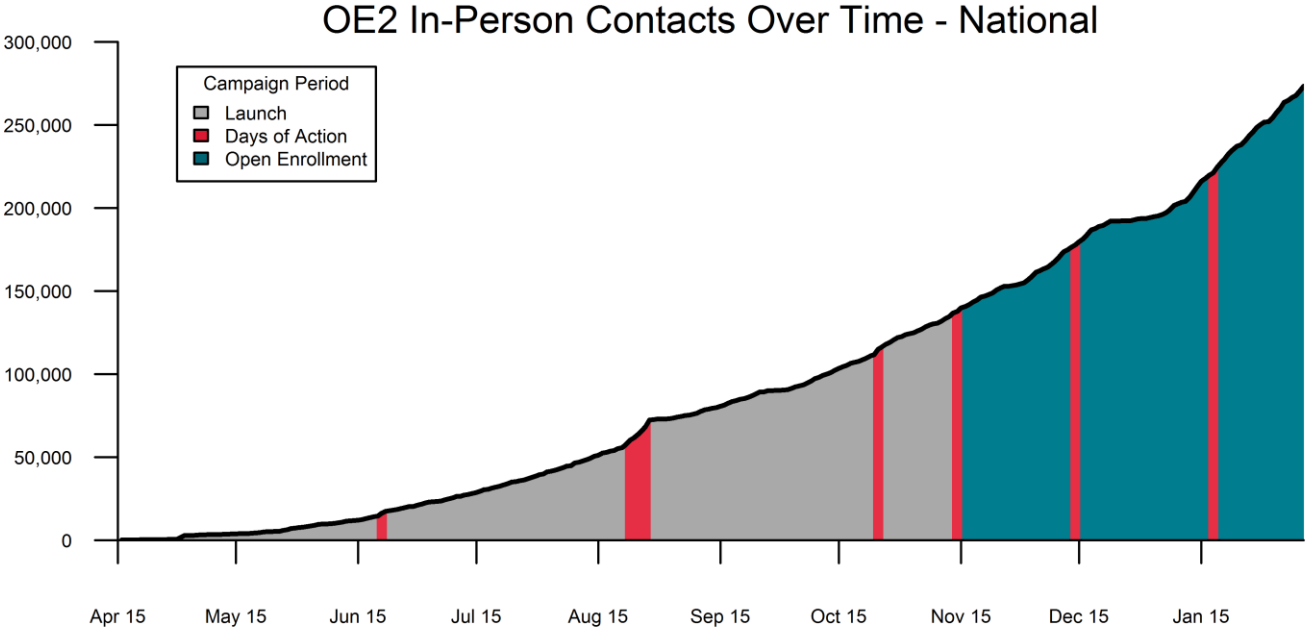


- Collect emails online and in the field
- Use consumer-tested messages
 - Partners can access email training and top-performing email samples
- Embed free consumer-tested tools
 - Or partner to integrate tool into your program
- Digital marketing training available

A photograph of two women shaking hands over a desk. The woman on the left is wearing a patterned hijab and glasses, smiling. The woman on the right has short hair and is also smiling. They are in an office setting with a laptop, papers, and a mouse on the desk. The background shows a window with a railing.

FIELD & COALITION OUTREACH

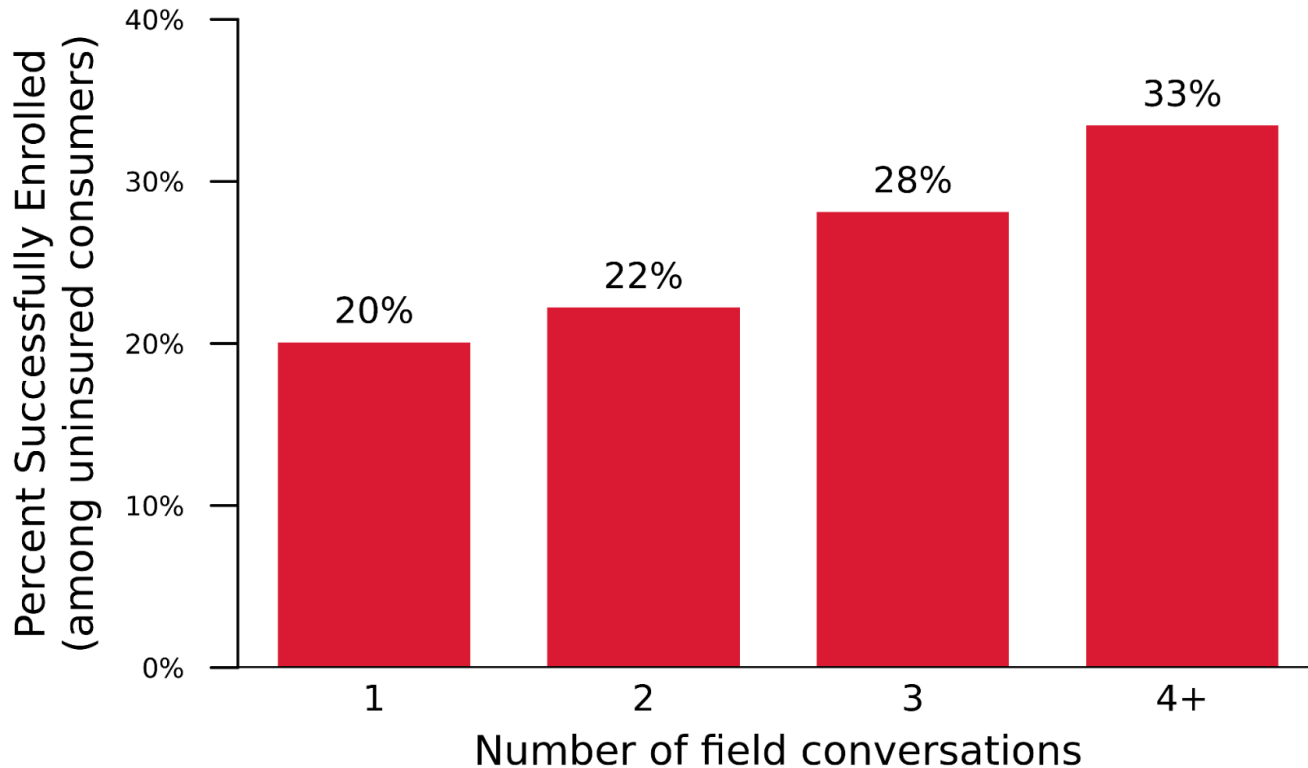
Deadlines Matter



Enroll America's Field Program, April 2014-February 2015

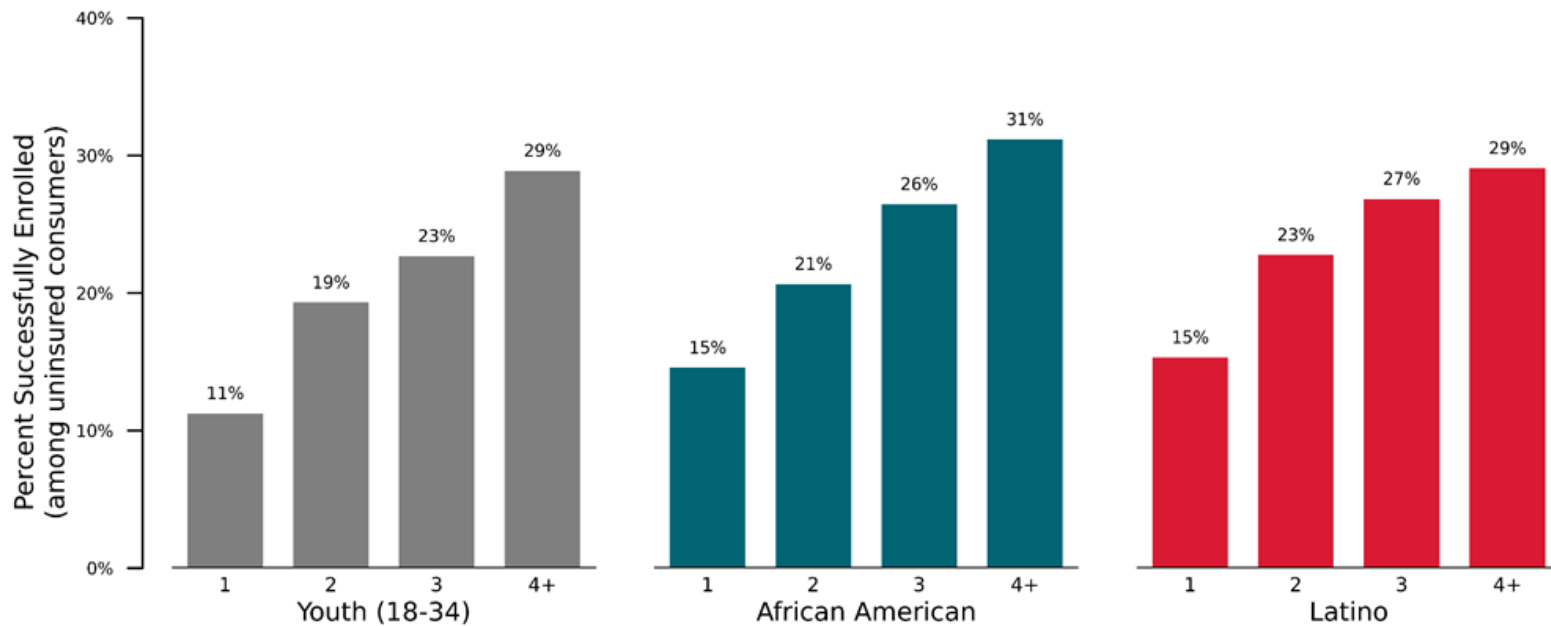


Following Up Multiple Times = Consumer Action



Enroll America's Field Program, June 2013-April 2014

Following Up Multiple Times = Consumer Action



Number of Field Contacts, by Age and Race/Ethnicity

Enroll America's Field Program, June 2013- April 2014

Year-Round Outreach Matters



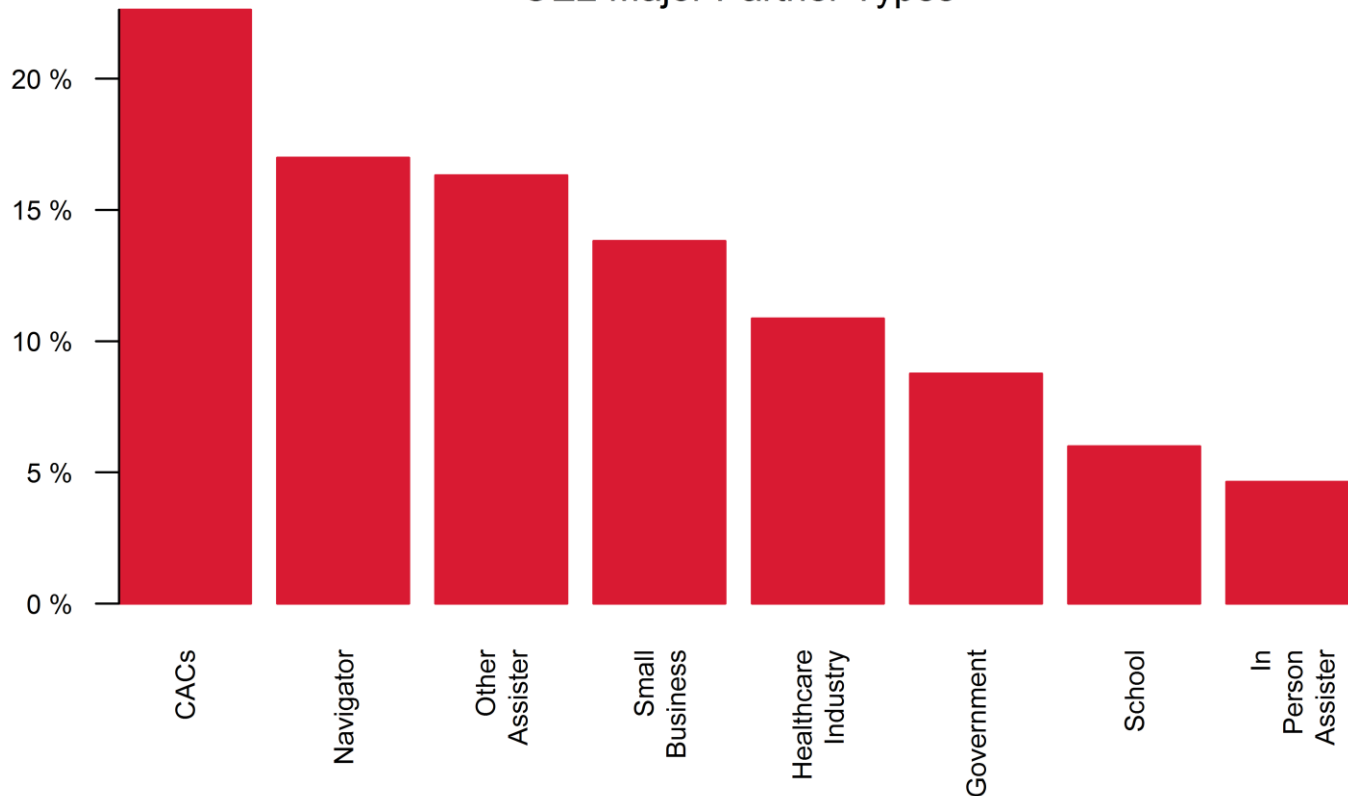
Two opportunities:

- ✓ Engage the uninsured about Medicaid & Marketplace Special Enrollment Periods
- ✓ Build lists of uninsured consumers for future enrollment periods

Coalition-Driven Outreach and Engagement



OE2 Major Partner Types



Enroll America's Field Program, April 2014-February 2015

Looking Forward



- 74% say partnerships were “critically important”
- 62% expect that their organization will be as engaged during OE3
- 31% say their organization will be **MORE** engaged during OE3



SETTING THE STAGE FOR OE3

Reaching the Remaining Uninsured



- Many millions remain uninsured
- Likely characteristics:
 - Latino or African American
 - Young (18-34)
 - Working
 - Less aware of fine
- Many still want insurance, but may be unaware of their options or that financial help is available

Upcoming Policy

- Next open enrollment period: November 1, 2015 – January 31, 2016
- Renewal policies similar to 2014/15
- Fine for not having coverage in 2016: \$695 per person or 2.5% of income
- Consumer experience improvements
- CHIP extension

Areas for Continued Learning

- Health Insurance Literacy and decision support tools
- Sustaining and bolstering in person assistance programs
- Renewals
- Tax reconciliation



PARTNERSHIP CASE STUDIES

Kansas Case Study

- Enroll America Partnership with the Sunflower Foundation

Colorado Case Study

- Enroll America Partnership with The Colorado Health Foundation



IMPLICATIONS FOR PHILANTHROPY

The Need & The Opportunity Going Forward



- Replicate best practices and proven tactics in communities across the country
- Address remaining gaps
- Facilitate long term coverage success & sustainability, continuing to evolve as the need evolves

Opportunities for Philanthropy

- Digital tools
- Partner Training Program
- Ensuring efforts are in place before OE3 begins
- Supporting collaborative efforts
- Engagement with coalitions

Conclusion

- Q&A
- Thank you!