

Enrollment Group Minutes

December 3, 2015 12:00 PM Central

1. Introductions

Angela Lindstrom, HCAN

Vicky McKimmy and Marybelle, Heartland Health Center, Grand Island

Nick Classen, CMS

Keshia Bradford, HCAN

Pam Smith, Lincoln Lancaster County Health Department

Courtney Harris, Resolute

Tiffany Russell, Resolute

Emily Sutton, Enroll America

Maureen McAnders, CHI

Tori Ostenso, Nebraska Appleseed

Molly McCleary, Nebraska Appleseed

Eric Savaiano, Nebraska Appleseed, Enroll NE

Clara Savaiano, Nebraska Appleseed

2. Assister Stories

a. Thankful for Health Coverage Day of Action

- i. Heartland Health Center: bad weather but had 16 contacts (walk-ins and people who heard about it from the Radio), went over info, have had follow-up.
- ii. Resolute: Nancy, Keshia, and Ashley came to visit. Challenge is they don't have name recognition. Ended up brainstorming ways to do outreach.
- iii. Angela: participated in Charles Drews event – clothing drive and appointments, 11am-3pm. Free mittens, hats, and scarves. Could have gone into the night hours because many people came right at the end.
- iv. Eric: People's Health Center, built in audience for non-profit services. Lunch, gift cards to Walmart, raffle. About 70 people. High impact, high intensity event.
- v. Pam: last minute, spent most time with a few people. Phone bank the previous week was fun; broadcasted on news channel 8, lots of good questions
- vi. Nick: Phonebank had 140 calls, next year come prepared with quick facts about how the marketplace and Medicare do work... instead of just referring people on.

b. Open Enrollment successes / things to work on

- i. Hits on the Website are high

- ii. Vicky: Going to events is working well. The night after the Day of action, they went to smoke-out event and were able to push Marketplace. 41 contacts at that event
- iii. Pam: Enrollment event this Saturday, Dec 5th at Community Action to get people enrolled by the 15th. Schedule is full.

3. Facilitated Discussion

- a. What issues do YOU want to bring up? What are YOUR questions for other assisters or the experts?
 - i. Emily: just on a couple of calls talking about 2016/17 guidelines. Looking for feedback to submit to SOCIO. Email feedback as soon as you can! Anything after next Tuesday, December 8th will not be included in proposal.
 - 1. Keshia: looking for clarification on the metrics they are proposing. Submitting “performance data” – what would that reporting look like? CAC’s don’t receive funding from CMS.
 - a. What does this mean for those reporting as CACs?
 - b. How will the new requirement for Navigators to target vulnerable/minority populations play out? Will there be a duplication of efforts for orgs already doing it?
 - i. CMS’s newsletter form 12/2 contains this information
 - ii. Vicky, Heartland Health Center: How do you help people that fall in the gap?
 - 1. Examples:
 - a. Young man, single, \$8,000 income. Did not get insured.
 - b. Two 62-year-old retired women, made \$940/\$970. Policies \$600-700 on up, could not get enrolled. Lower the income, the less it is available for some. Gap people! Medicaid Expansion.
 - 2. Eric: direct to free and sliding scale clinics, NE Appleseed is collecting stories from people who fall in the coverage gap
 - 3. Emily: awareness of who people’s representatives are. Shows people how their representatives stand on the issues and how they can reach out to them. Taking down their stories with consent. A huge service that is lacking.
- iii. Tiffany: How do we get good name recognition? Have experienced people who thought they were telemarketers
 - 1. Emily: We have scripting marketing from Enroll America. There is a finesse to how you introduce yourself
 - 2. Angela: In marketing for health center’s, HCAN has found avoiding the word Obamacare does not work... and has other tricks for marketing.

4. Organization Updates / Training / Questions
 - a. Introduction to Resolute
 - i. Main office in Ohio, two certified Navigators, formerly HRS Erase, for profit, will get an Eligibility specialist in May, just letting people know who they are, two events with the Library. Serves Sarpy, Sanders, Douglas, Washington, and Dodge counties.
 - b. Education and Engagement Group Outreach
 - i. Please distribute the attached description far and wide to partners.
 - c. 2016 in 2016 Enrollment Campaign
 - i. Stay tuned for more info!

5. Calendar updates (see enroll-ne.org/events)
 - a. **Enrollment Group:** Thurs. January 7, 2016, 12:00pm Central
In Person: Lincoln Lancaster County Health Department, 3140 N St, Lincoln, NE 68510
Call In: 1-605-475-4700, Code: 122382#
 - b. **Education and Engagement Group Webinar:** Tues. December, 17, 12:00pm Central, [Register](#)
THEME: Immigrant Eligibility for Marketplace and Medicaid
 - c. **2016 in 2015 Enrollment Campaign** – All January 2016!