



Best Practices in ObamaCare Enrollment

The right to quality health care starts with access





The Big Picture

State's Final Obamacare Tally Shows Good First Year

Obama: Affordable Care Act Enrollment Hits 8 Million

by SCOTT NEUMAN

April 17, 2014 3:59 PM ET

Obamacare exchange's final tally: 208,301 people signed up

By: ARIELLE LEVIN BECKER | April 17, 2014

Connecticut Plans to Market Health Exchange Expertise

By ROBERT PEAR FEB. 24, 2014

UConn Women Win NCAA Basketball Title On Same Day Men Are Honored For Theirs

Published April 09, 2014





Key Points

- Focus on Message
- Know Your Audience
- Use Data and Adapt over time
- Collaborate and Communicate
- Be Creative
 - Use Exchanges to verify income





Focus on Message

- Health, not Penalty
- ObamaCare, not Affordable Care Act
- Deadlines
- Message Based on Audience
 - Focus on Moms





Using the Data

- Look at Uninsured
- Look at Language
- Look at Age

	A	B	E	F	G	M	N	Q	R	S	Y	
1	Insurance	Uninsured										
2	Last 12 Months	Last 12 Months										
3	Encounter Type	Office Visit										
4												
5	Encounters	Column Labels										
6		F	F Total				M	M Total				
7	Row Labels	American Indian	Black	Caucasian	Hispanic	American Indian				Black	Caucasian	Hispanic
8	0-6 Months		4	4	19	47			9	31	64	
9	7-11 Months				3	8		1	6	4	16	
10	12-18 Months		11	4	35	69		11	10	32	64	
11	19-24 Months		2	8	22	39	3	3	10	17	41	
12	2		7	10	28	67		4	12	27	57	
13	3		9	9	23	65		16	9	39	83	
14	4		8	16	30	89		18	35	46	137	
15	5		8	29	68	147		10	17	57	128	
16	6		18	36	48	163		22	70	64	204	
17	7	2	26	76	89	229	1	24	90	49	222	





Deeper Data Drilldowns

- SSN As Proxy for Citizenship
- Target by Location
- Track with EHR and CRM
- Use Turf Maps Door to Door





Collaborate

- Door to Door with Wesleyan Students
- Enrollment Fairs
- Social Media

OCT
12

ObamaCare Enrollment Fair

Public · Hosted by Community Health Center, Inc.



Saturday, October 12, 2013 at 9:00am - 12:00pm
about 6 months ago



CHC New London
1 Shaws Cove, New London, Connecticut 06320

[Show Map](#)





Communicate

- Social Media
- Letters
- JulySoft Robocalls
- Videos





Moving Forward

- Celebrate Successes
- Continued Medicaid Enrollment
 - April through November
- Continued Enrollment for Life Changes
- Planning for 2015





What was the impact?

- More Patients
- More Medicaid Less Uninsured

What did we miss?

- Underinsured
- Patients that qualify for subsidy
- Patients who lost insurance





Looking Forward

- Using this year's success stories
- Dealing with small businesses
- Understanding those not enrolling
- Keeping Awareness Up
- Changing mix of patients
- Retaining patients





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