



Cover Arizona

April 2014

Kathy Byrne



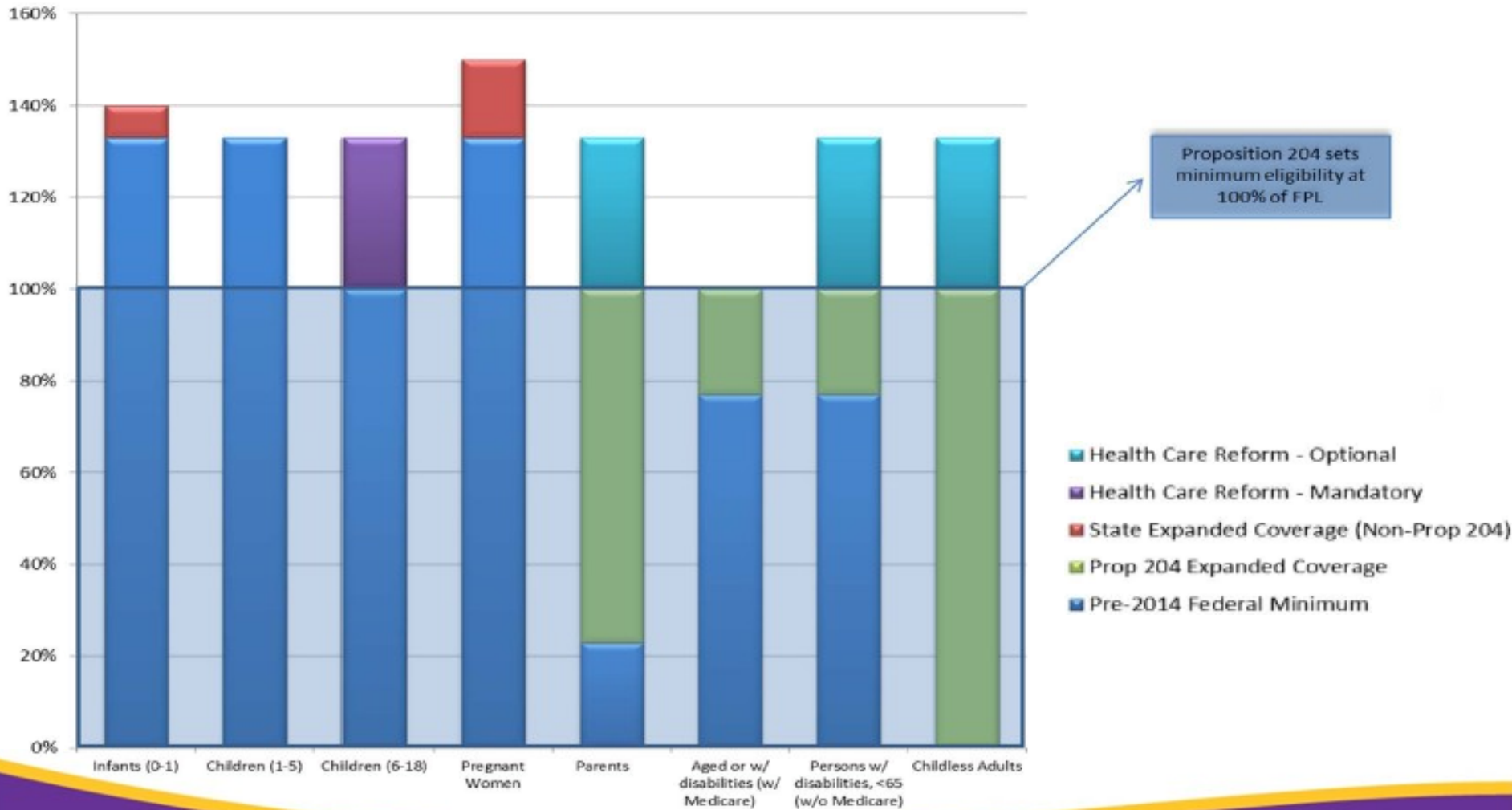
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Arizona

- ◆ **948,000 Uninsured (estimated)**
- ◆ **Federally Facilitated Marketplace**
- ◆ **State Medicaid Web-based System (HEA Plus)**
- ◆ **Governor/Legislature agreed to restore and expand Medicaid coverage**

Arizona Medicaid Income Eligibility



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How Arizona Organized

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New Website



www.coveraz.org

Equipping organizations for action.

Your **resource** to
help Arizonans connect to the
Health Insurance Marketplace
coverage they want.



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Cover Arizona Goals

- ◆ Provide timely and accurate information for stakeholders
- ◆ Facilitate coordination of events and information
- ◆ Help community groups prepare to inform and educate their “community”
- ◆ Connect those who inform with those who can assist with enrollment



Equipping organizations for action.

Demographic & Geographic Workgroups

Low Income Families with Kids

Young Adults
Ages 18-34

Diversity
Latinos and ethnic minorities

Older Adults
Ages 50-64

People with Chronic Health Conditions

Community Health Centers

Hospitals
Other Providers

Behavioral Health Providers & Consumers

Small Businesses

Central Arizona

Southern Arizona

Western Arizona

Northern Arizona

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El Rio Community Health Center

- ◆ **Statewide (AACHC) Navigator grant**
- ◆ **Added 1 Navigator and 6 Certified Application Counselors**
- ◆ **Trained and certified 27 staff members in total**
- ◆ **Identified 19,000 potential patients for inreach**

Arizona Marketplace Results

October 2013 – March 2014

Arizona

109,336

**103.6% of Federal
Goal**

Phoenix/Tucson

93,358

**127.9% of Federal
Goal**

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Arizona Marketplace Results

- ◆ **24% covered by Marketplace product or Medicaid**
- ◆ **18% of AZ Marketplace were under age 18**
- ◆ **72% of AZ Marketplace received financial assistance**
- ◆ **Higher % selected gold and platinum plans**

Arizona Medicaid Results

	12/01/13	4/01/14	Change
Prop 204 Restoration	67,770	180,693	112,923
Adult Expansion	-	14,000	14,000
KidsCare	46,761	2,098	(44,663)
Family Planning	5,105	-	(5,105)
AHCCCS for Families & Children (1931)	672,135	675,607	3,472
All Other	505,379	544,542	39,163
Total Enrollment	1,297,150	1,416,940	119,790

Issues We Faced

- ◆ Major website(s) downtime
- ◆ Loopers (30,000-60,000)
- ◆ Delay in Spanish version of Federal website
- ◆ Too many options – Tucson had over 100 choices
- ◆ Poor coverage of rural areas
- ◆ Consumer frustration

El Rio Activity

October 2013 – March 2014

Persons Applying/Initiating a Marketplace Account	963*
Persons Applying via HEA Plus	15,711
Persons Assisted	30,500

** Many more came in for assistance*

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What Worked at El Rio

- ◆ **Appointments including evenings**
- ◆ **Saturday hours**
- ◆ **Buddy system for assisters**
 - ✓ One works with appointment while the second catches up with website applications or walk-ins
- ◆ **100% Bilingual staff**
- ◆ **Navigator was “in-house” expert**
- ◆ **Key contacts at AHCCCS and Federal level**
- ◆ **Partnership for outreach events/learning**

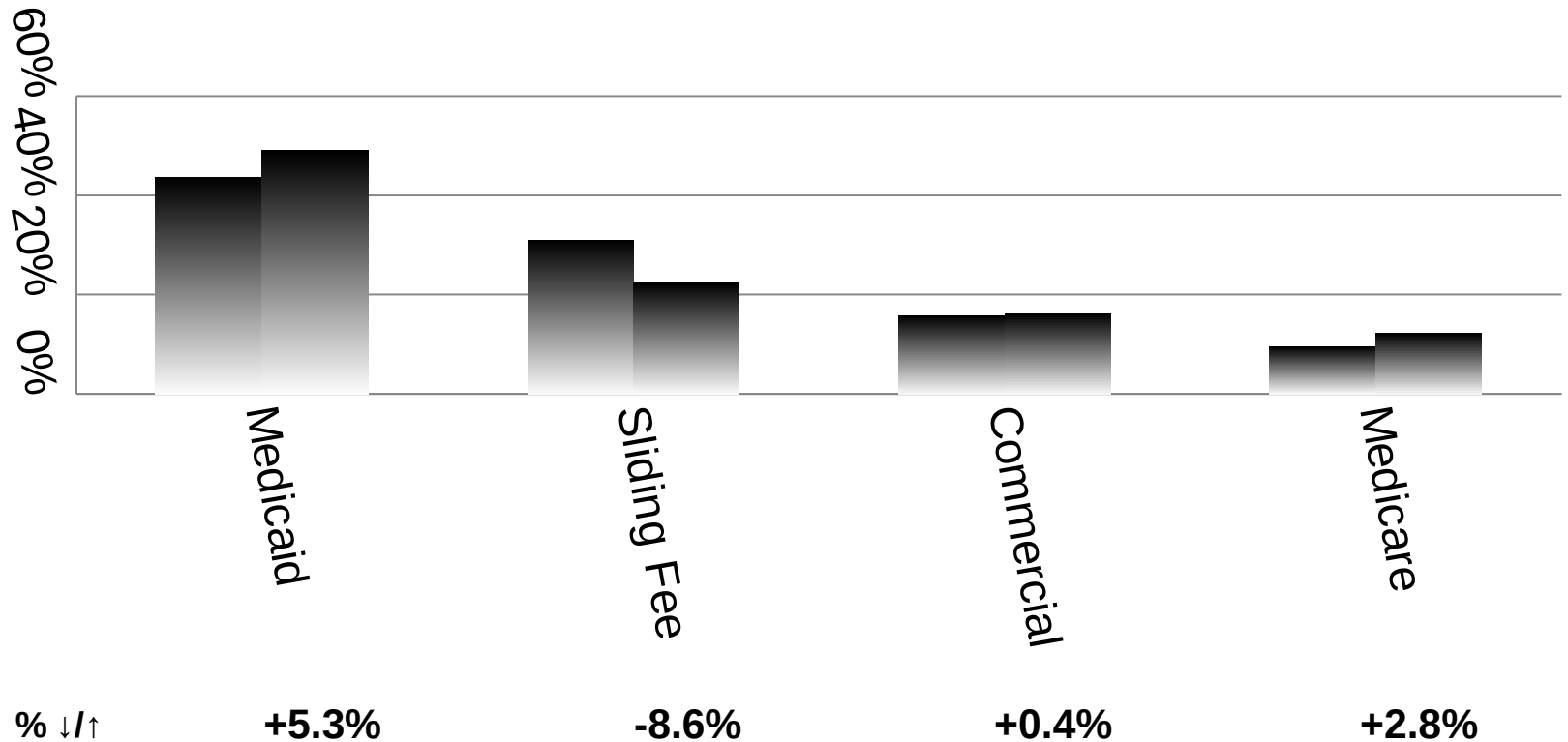
Some Early El Rio Results

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Impact of ACA on All Patients

Year End 2013 vs. 1st Quarter 2014

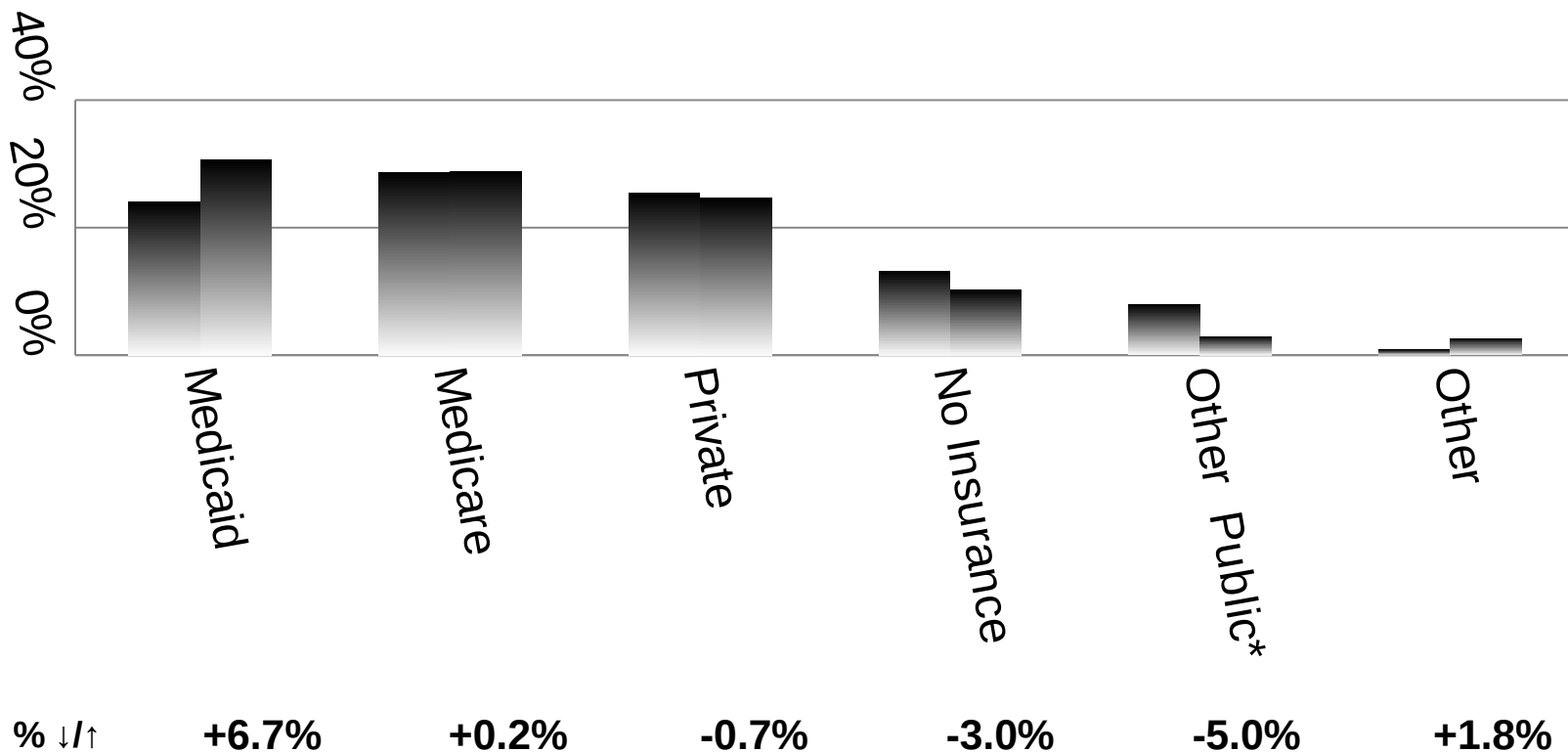


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Impact of ACA on SIA Patients

Year End 2013 vs. 1st Quarter 2014



* e.g. Champus, VA

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Work and Prep the Next Cycle

- ◆ **Greater training on immigration related scenarios (split families)**
- ◆ **Find better cheat sheets for folks analyzing insurance options**
- ◆ **Continuing work with those eligible including American Indians and Medicaid eligible**
- ◆ **Creating an FAQ document for use by CACs**
- ◆ **Reminding patients to pay premiums**



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Thank you!

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