

5 KEY OUTREACH & ENROLLMENT PRACTICES

Promising practices regardless of

- ✓ Location
- ✓ Target population
- ✓ Staff size



Collaborate with community partners

BENEFITS:

Access to diverse populations and an increased chance for program and/or organizational sustainability.

TACTICS:

- Hold regular meetings and continuously share information with partners.
- Identify how regional partners can work together at a regional meeting. Invite Connect for Health Colorado certified brokers, Health Coverage Guides, and Certified Application Counselors; county departments of human or social services; hospitals and clinics; and Medicare representatives.
- Establish a relationship with the county department of human or social services, including setup of a liaison line or secure email ability between the county and the organization (or community-based organizations in general).

PARTNER SUGGESTIONS

- Counties
- School districts
- Key providers of health care to underserved and/or low-income populations
- Connect for Health Colorado Assistance Sites



Co-locate programs/services

BENEFITS:

Faster troubleshooting of difficult cases and decreased need for clients to return for additional appointments.

TACTICS:

- Have a county technician with Colorado Benefits Management System (CBMS) access located on-

site with your organization to troubleshoot cases at least once a week.

- Have an assister located on-site at the county to conveniently enroll clients denied Health First Colorado (Colorado's Medicaid Program) and Child Health Plan *Plus* into a qualified health plan, if they qualify.



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coloradohealth.org

Create an outreach and enrollment (O&E) workplan to guide your efforts

BENEFITS:

To serve as a tool to outline promising O&E strategies for the assister organization as there would be a paper trail of past efforts tried and how those efforts might be replicated, abandoned, or improved in the future.

TACTICS:

- Workplans should serve as a guide for assister work.
- Workplans should contain S.M.A.R.T. objectives (i.e., Specific, Measurable, Achievable, Realistic, and Time-bound).
- Involve staff and community partners in workplan creation to increase buy-in.

WORKPLAN

Appendix C within the full report contains workplan guidance and a sample workplan from the national organization Enroll America for assister use.

Hire or cultivate relationships with individuals who are already trusted members of the communities you want to reach

BENEFITS:

This practice expands an organization's reach and decreases the amount of time that an organization has to spend personally building trust with a population so the population can be assisted sooner.

MOST IMPORTANT WITH THE FOLLOWING COMMUNITIES:

- Rural areas
- Spanish-speakers
- Immigrants

TACTIC:

Send an assister to a partner location to enroll target populations on-site with the help of partner staff.

Use data to find the eligible but not enrolled

BENEFITS:

Data can be used to locate areas for focused outreach, follow-up with clients, and analyze enrollment progress and O&E activities for the future.

LOCATE CLIENTS

To locate clients, the full report highlights where information can be found on the eligible but not enrolled on **page 23**.

TACTICS:

- Reach out to existing clients who are inexperienced using health coverage to provide health insurance literacy information.
- Collect data about enrollments and enrollment events and use that data to track progress and improve future activities.