

OUTREACH & ENROLLMENT EVENTS AND MATERIALS



Tips for Organizing Outreach & Enrollment Events

TIMING

General:

- Evenings
- Weekends
- **Best:** Saturday morning

For mountain seasonal workers:

- During the week

BE CONSISTENT!

Holding outreach and enrollment events on consistent days and times is helpful and drives additional people to your events over time.

LOCATION

- Close to the population you are trying to reach (i.e., where they live or work)
- Near public transportation
- Areas with high percentages of eligible but not enrolled people

VENUES FOR OUTREACH

- Health fairs
- Libraries
- Low-income housing
- Assistance site as retail storefronts

SETUP

See **Appendix B** on pages 49 and 50 of the full report for a detailed breakdown of a successful enrollment event setup.

ENROLLMENT EVENT SETUP AND FLOW

Step 1: Client completes intake form.

Step 2: Staff confirms the client has what they need to start the appointment including:

- Case numbers
- Passwords

Step 3: Staff checks the following:

- Is the client already enrolled in coverage?
- Should the client meet with an assister who has a particular type of expertise?

Step 4: Client waits to meet with an assister.

STAFF & PARTNERS

What staff and partners should attend and support the enrollment event?

- Assisters
- Agents/brokers
- Hospital representatives
- County technicians with Colorado Benefits Management System (CBMS) access



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TIPS TO INCREASE ENROLLMENT EVENT EFFICIENCY

- To maintain the flow of the event and increase number of clients served, schedule appointment times at enrollment events, but allow whichever assister is available first to help the next client.
- If there are long wait times, offer to call or text the client when it is their turn.
- Host a resource fair at the same time. Provide information on:
 - Food assistance programs like the Supplemental Nutrition Assistance Program (SNAP) and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
 - The Low Income Energy Assistance Program (LEAP)
 - Housing
 - Financial counseling

Develop and Distribute Outreach Materials

SAVE TIME AND MONEY by getting permission to customize and use successful materials created by partners or using general materials available for open distribution.

RECOMMENDED MATERIALS

- Guides for graduating high school and college seniors on how to “adult,” including information on health coverage, housing, and finances.
- A brochure listing contact information for local assisters.
- Folders for partners to increase referrals to your organization containing:
 - Your business card
 - A letter about your organization
 - Tear-off pads with your information for your partners’ clients
 - Additional resources
- Rack cards and postcards including:
 - Event information
 - Services your organization provides
 - Targeted outreach to a specific population

DISTRIBUTION

- Get permission to keep client email addresses and send newsletters with information on life change events and health insurance literacy.
- Place assister brochures in:
 - Medical provider offices
 - County departments of human/social services
- Place the information contained in assister brochures in:
 - Newspapers
 - Facebook
- Distribute postcards advertising your services to current residents in zip codes with high percentages of eligible but not enrolled

ALTERNATIVE TIPS

- Request realtors place special enrollment flyers in welcome packets for people new to town.
- Have Volunteer Income Tax Assistance (VITA) program staff hand out flyers about your organization and special enrollment periods.