

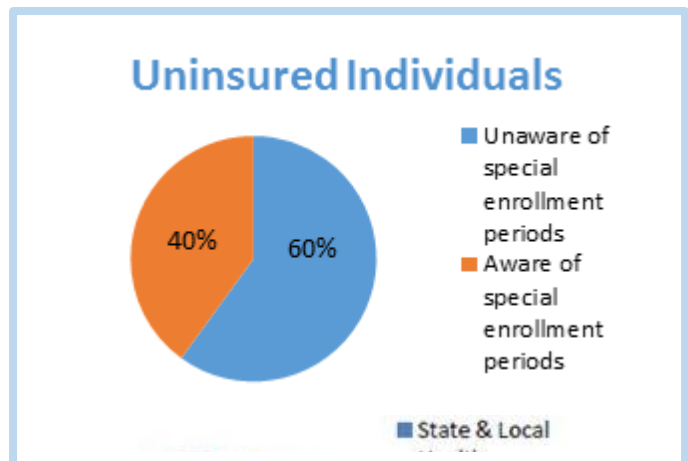
Year-round Enrollment Strategies

Outreach & Enrollment in Title X Health Centers

Publically funded family planning health centers play an important role in assisting patients in enrolling in health coverage through the Affordable Care Act (ACA). As a result, the number of uninsured Title X patients dropped from 63% in 2013ⁱ to 54% in 2014ⁱⁱ. As a safety-net program, the levels of uninsured patients in the Title X network will likely remain higher than levels of uninsured individuals at state and national levels. Nonetheless, there will always be a need to provide patients enrollment information year-round so that those who are eligible can enroll, which in turn helps broaden revenue streams and ensures that patients have access to all of the services they may need.

The Need for Education

- Research shows that 49% of the remaining uninsured are eligible for tax credits or Medicaidⁱⁱⁱ. However, it is likely that these individuals do not know they are eligible—another survey found that 60% were unaware of special enrollment opportunities, and 59% had either not heard of the tax credits or did not know how they work^{iv}.



Enrollment Opportunities

There are two ways to gain health coverage outside of open enrollment:

- The *Special enrollment periods (SEP)*: An SEP is a time outside of the open enrollment period during which individuals have a right to sign up for health coverage within 60 days following certain events such as losing a job, having a baby, getting married, or moving to a new area^v. Learn more about the different types of special enrollment periods [here](#) (healthcare.gov/blog/special-enrollment-period). NFPRHA's *Get Covered: Family Planning (GCFP)* materials includes a [buckslip](#) that lists common SEPs, and a [staff script](#) to help determine if someone is eligible for an SEP.
- *Medicaid enrollment*: Medicaid enrollment is year-round. NFPRHA created a [Medicaid brochure](#) and accompanying income grids for [Medicaid-expansion states](#) and [non-expansion states](#).

Strategies for Making the Most of Year-round Enrollment

The following tips can help you promote enrollment opportunities with your patients.

- **Materials:** Stock waiting and exam rooms with enrollment brochures and posters in both Spanish and English (download [here](#)).
- **Social media:** Use the hashtags #enrollment365, #getcovered and #staycovered on your social media platforms to spread the word about year-round enrollment and the next open enrollment period (November 1, 2016 - January 31, 2017). Follow the social media accounts of organizations that frequently post about health coverage such as [NFPRHA](#), [Enroll America](#), [Young Invincibles](#),



and Healthcare.gov, and share their posts on your pages.

- **Follow-up cards:** Use [GCFP follow-up cards](#) to collect contact information from individuals who will be eligible during the next open enrollment period. Contact them before open enrollment to schedule an appointment with an enrollment specialist. If your state has not expanded Medicaid, collect these cards from individuals who fall into the Medicaid gap so you can contact them if/when your state expands.
- **Health center staff trainings:** Hold a short training for staff about special enrollment periods, year-round Medicaid, and where to direct patients who are interested in learning more.
- **Host an open house:** Host an "open house" event at your health center and invite community members to learn more about all of the services available, including enrollment assistance.
- **Promote health insurance literacy:** Host a "Health Insurance 101" community night to educate new and potential enrollees about how to use their insurance and key terms. Download or order free insurance literacy resources from [CMS](#) and [Raising Women's Voices](#).



Enrollment Partnerships

If your health center does not have enrollment assisters on staff, [identify enrollment specialists in your community](#) (localhelp.healthcare.gov) with whom you can develop a relationship so you can refer patients directly to them, or allow them to enroll patients on-site.

Identify other potential partner organizations and discuss with them your enrollment plans and ways to coordinate. Collaborating with others on outreach and enrollment can help build events and reach a wider audience. Examples of possible partners include Enroll America, United Way, local tax preparers, and religious organizations.

Additional outreach and enrollment resources & all of the materials linked can be found here:
nationalfamilyplanning.org/health_care_reform-outreach_and_enrollment

ⁱ Office of Population Affairs, Title X Family Planning Annual Report: 2013 National Summary, www.hhs.gov/opa/pdfs/fpar-2013-national-summary.pdf.

ⁱⁱ Office of Population Affairs, Title X Family Planning Annual Report: 2014 National Summary, www.hhs.gov/opa/pdfs/title-x-fpar-2014-national.pdf.

ⁱⁱⁱ Kaiser Family Foundation, New Estimates for Eligibility for ACA Coverage Among the Uninsured, accessed 2016, www.kff.org/health-reform/issue-brief/new-estimates-of-eligibility-for-aca-coverage-among-the-uninsured.

^{iv} Robert Wood Johnson Foundation, Understanding the Uninsured Now, accessed 2016, www.rwjf.org/content/dam/farm/reports/surveys_and_polls/2015/rwjf420854.