

Community Strategies for Increasing Public Insurance Enrollment

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General Strategies

- 1) Assess eligibility for and enroll people in insurance or other programs.
- 2) Provide logistical support for applying for programs.
- 3) Empower community to navigate the system.



Eligibility Assessment and Enrollment: Need

Conundrum

- Many public insurance programs exist.
- Not all eligible people are enrolled.

Scope of Problem

- 2007: 20.6% of Stanislaus County residents 18 and older were uninsured (and 7.8% of those 0-17 yrs).¹
- 2008: Lack of health insurance was the #1 reason for going without needed health care in Stanislaus.²

¹ California Health Interview Study, 2007

² Stanislaus County Community Health Assessment, 2008

Eligibility Assessment and Enrollment, Strategy 1

Certified Application Assistant (CAA) Expansion

- Medical facilities that accept public insurance can consider placing CAAs on site.
- Community organizations could partner with medical facilities to place a CAA locally (e.g. school, church, family resource center).



Eligibility Assessment and Enrollment, Strategy 2

Volunteer Screeners/Guides

- Train volunteers to work with people to screen for eligibility (not make final decision) and help them understand the application process
 - One-on-one vs. groups
 - Location and schedule for community's convenience



Eligibility Assessment and Enrollment, Strategy 3

Destigmatization Efforts

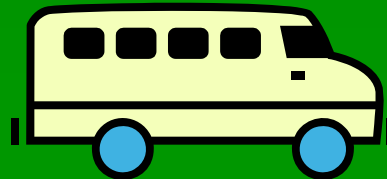
- **Many people are reluctant to accept public assistance in any form.**
- **It is important for them to know that routine medical care and timely care for emerging problems is generally cost effective.**
 - **Societal cost for chronic diseases, lost productivity, etc.**
 - **Societal cost for emergency room treatment**

Logistics: Transportation

Community groups and faith organizations can assist people with transportation needs to apply for/enroll in (insurance) programs

- Can take small groups
- Use van, mini-bus, volunteers with cars
- Regular days/hours

Organizations that cannot transport can provide a list with contact information of those that do.



Educate and Empower

- ✓ Educate about insurance & care programs.
 - What are MediCal, Healthy Families, Healthy Cubs, Kaiser Kids, etc?
 - What general eligibility requirements must be met?
 - How do I apply? Can I do it on-line, by phone, in person (where, when)?
 - What documents or other materials are needed to enroll?
- ✓ Empower people to navigate the health care system.
 - What medical facilities accept or participate in these programs?
 - What medical facilities have a sliding scale?