



# Population Health Colloquium Access to Care: Consumer Perspective



## Who We Are

GCA is a special project of Enroll America, a **non-political, non-partisan, non-profit** organization. The GCA campaign aims to **maximize** the number of **uninsured** Americans that **enroll in new health coverage options** made available by the Affordable Care Act.



## What We Do

### We Educate –

We have conversations with the uninsured to give them facts and connect them with the assistance they need to get quality, affordable health coverage.

**43%**

of the uninsured  
don't know their  
options



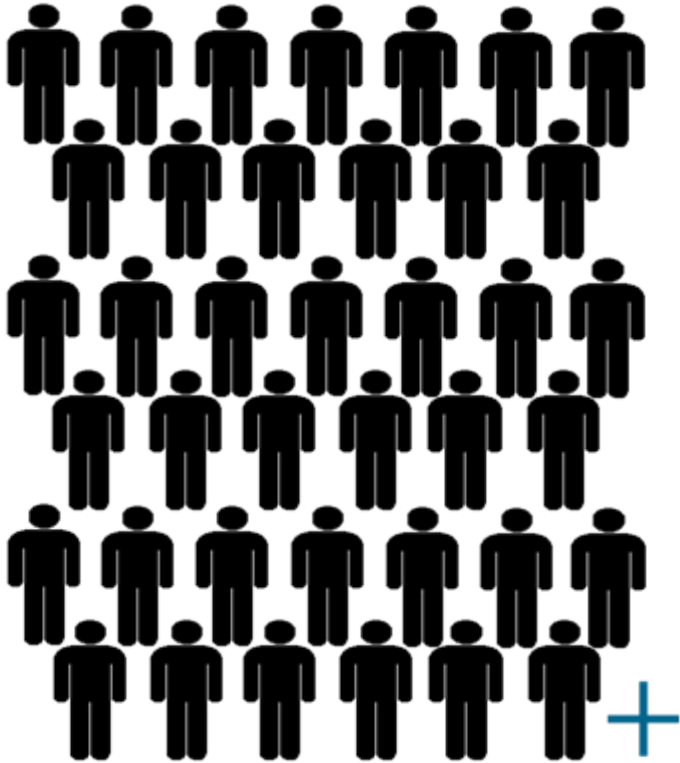
# Consumer Contacts

## Multiple Contacts Per Consumer –

- Can take between 3-7 contacts before a consumer will take action.
  - Media
  - Word-of-Mouth
  - Neighborhood Canvasses
  - Phone Calls
  - E-mails/Online Advertising



# Consumer Contacts



**Over 1.2  
million**

are uninsured in  
Pennsylvania



# Consumer Contacts

## Partnerships –

- Government Resources
- Houses of Worship
- Unions and Occupational Organizations
- Medical Care Centers
- Community Organizations
- Colleges and Universities
- Volunteers



# Outreach to Consumers

All insurance plans must cover doctor visits, hospitalizations, maternity care, emergency room care, and prescriptions.

Financial help is available to pay for a health insurance plan.

Insurance plans cannot deny you coverage for a pre-existing condition.

All insurance plans show the costs and what is covered in simple language with no fine print.





# Outreach to Consumers

- Our Messaging
  - Done by survey
  - Covers top concern of 89% of uninsured
- Evolution of Messaging: Addressing Perceived Barriers to Enrollment
  - 69% believe plans to be unaffordable
  - Over 50% of uninsured cited perceived difficulty as a major factor in not viewing options
  - Lack of knowledge about enrollment deadline





# Consumer Access

## Complete 1 Application



HHS Hotline: 1-800-318-2596

In-  
person  
Paper  
App



## Enroll In Correct Program

Medicaid

Marketplace

CHIP



# Consumer Access

- Reasons for Seeking Assistance
  - Limited access to computers/internet
  - Perceived difficulty
  - No previous experience with health care coverage or health care terminology
- Available Assistance
  - Appointments for in-person assistance
  - Roving enrollment events
  - Walk-in enrollment stations
  - Conference calls with assister and HHS Hotline



# Consumer Access

## Partnerships –

- Government Resources
- Houses of Worship
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- Community Organizations
- Colleges and Universities



# Consumer Access

- City vs. Rural: Trends
  - Greater access to local enrollment assistance in metropolitan areas
  - Greater travel times in rural areas
- City vs. Rural: Approach
  - Stress remote access with rural areas – combination of hotline and [healthcare.gov](http://healthcare.gov)
  - Point rural areas to available computer labs



QUESTIONS?