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igniting public policy and community change

# Connect for Health Colorado Assistance Network: Highlights of Outreach and Enrollment Strategies

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# Information Sources Currently Available

Quarterly Reports  
from Assistance  
Sites  
(current data from  
the quarter prior  
to open  
enrollment)

Discussion from  
weekly best  
practice calls with  
assistance sites in  
November,  
December, and  
January.

Surveys from  
Health Coverage  
Guides (HCGs)  
attending grantee  
convenings in  
December.

# Target Populations

Some grantees have specific priority populations predefined

## For Example

*Denver Indian Family Resource Center*

*Center for African American Health*

Quarterly Report Data

Nearly all grantees are prioritizing reaching Latinos

## For Example

*95% of urban sites*

*75% of rural sites*

Quarterly Report Data

Nearly all grantees are specifically prioritizing reaching younger adults

## For Example

*Over 90% targeting adults ages 19 – 35 years old*

Quarterly Report Data



# Application Assistance Strategies: Planned & Reported

Nearly all sites planned traditional in-office application assistance

## For Example

*90% of sites report this as a strategy, including offering services at their office during normal business hours*

Quarterly Report Data

Almost half of sites also planned to offer expanded hours

## For Example

*Sites prioritizing reaching Latinos, African Americans, and younger populations were most likely to plan weekend and evening assistance*

Quarterly Report Data



Some grantees are reporting that flexible schedules, cell phones and setting up enrollment stations in the community are all important parts of their assistance approach.

Quarterly Report & Weekly Best Practice Calls

# Outreach through Partners: Planned & Reported

Sites have a variety of strategies for leveraging partners.

## For Example

*51% of sites reported training partner organizations.*

*53% planned to co-locate HCGs*

Quarterly Report Data

Partnering choices vary by site and priority populations

## For Example

*Healthcare organizations are key partners for 40% of sites overall, but 77% of sites focused on outreach African Americans*

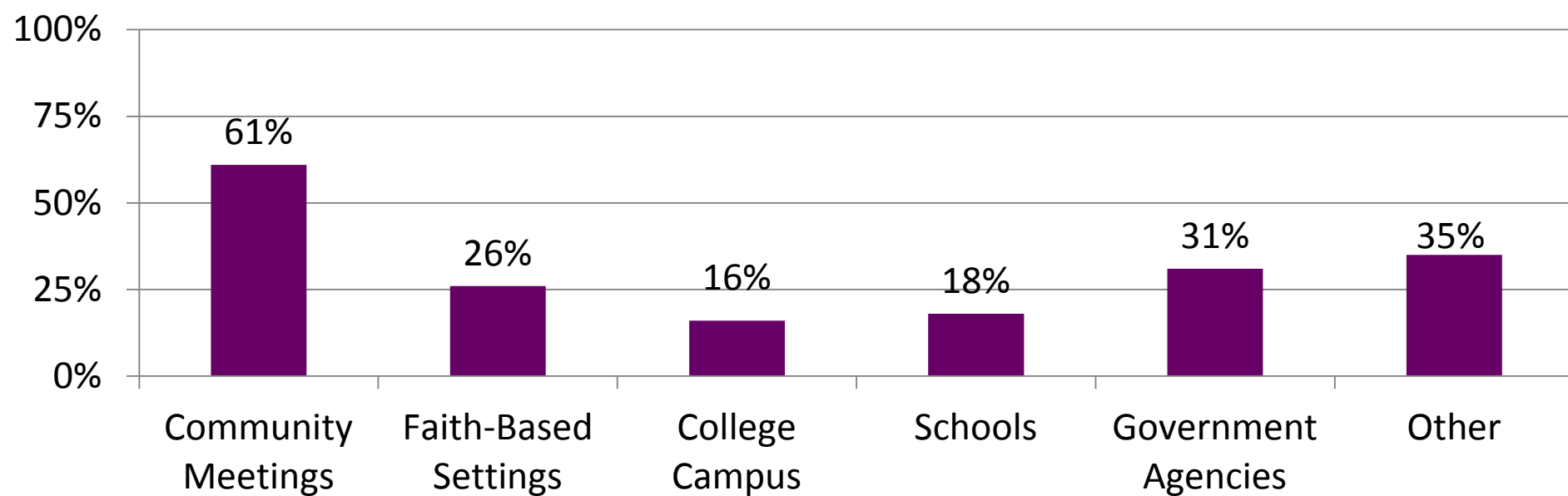
Quarterly Report Data



Some grantees are reporting they create scripts for reaching out to new partners, have online appointment scheduling systems their partners use, and show up in person to train their partners' staff.

Quarterly Report & Weekly Best Practice Calls

# Outreach: Engaging the Individuals in their Communities



Over 80% of sites have a heavily community-based outreach strategy.

Non-profits are significantly more likely to use this approach (85%) compared to local government (17%) and healthcare organizations (17%).

Community locations highlighted in weekly calls include grocery stores, pharmacies, libraries, colleges, rec centers, chambers of commerce, and more. Sites shared examples of national chains that have mixed responses store by store – sometimes inviting HCGs in, other times saying no.

# From HCG: Factors Affecting Application Completion

The process: time, cost, decisions to make  
(particularly choosing plans)

Technical issues: website overall, plan shopping, calculator, Peak application

Customer service: Access to HCG and other assistance.

Costs: when info is upfront, clear and accurate, it helps; otherwise it hinders

Other issues: negative media, desire for or understanding of insurance

Health Coverage Guide Convening Survey

Submit an Application



# From HCGs: Recommendations to Connect for Health Colorado

Devise a checklist for all HCGs to use to help with application assistance

Share stories about real people who have enrolled – make it compelling, motivating

Include more explanation of the process on the homepage  
(Shopping process, Peak application process, etc.)

Keep mobile van program going and do even more outreach events

Provide more support and onsite presence in low-income communities

Change time-out length on website – it's too short for some populations

Help HCGs and call centers to have consistent information, particularly when it comes to outbound calling

Health Coverage Guide Convening Survey





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