

Assistance Network

September 2014

Assistance Network Purpose

- The Assistance Network provides education, outreach and in-person assistance driving to enrollment
- Offers Statewide Coverage
- Leverages trust, relationships and community partnerships utilizing local organizations
- Coordination of identified target populations
- Goal: Enrollment in C4 insurance

Assistance Network by the Numbers

- Assistance Sites currently: 55 with ~150 satellite locations
- Health Coverage Guides: 467
- Certified Application Counselor Orgs: 33 with ~63 locations
- Certified Application Counselors: 232
- Number of people reached through outreach events July-March: 111,241 Coloradans

Assistance Site Grant Extension

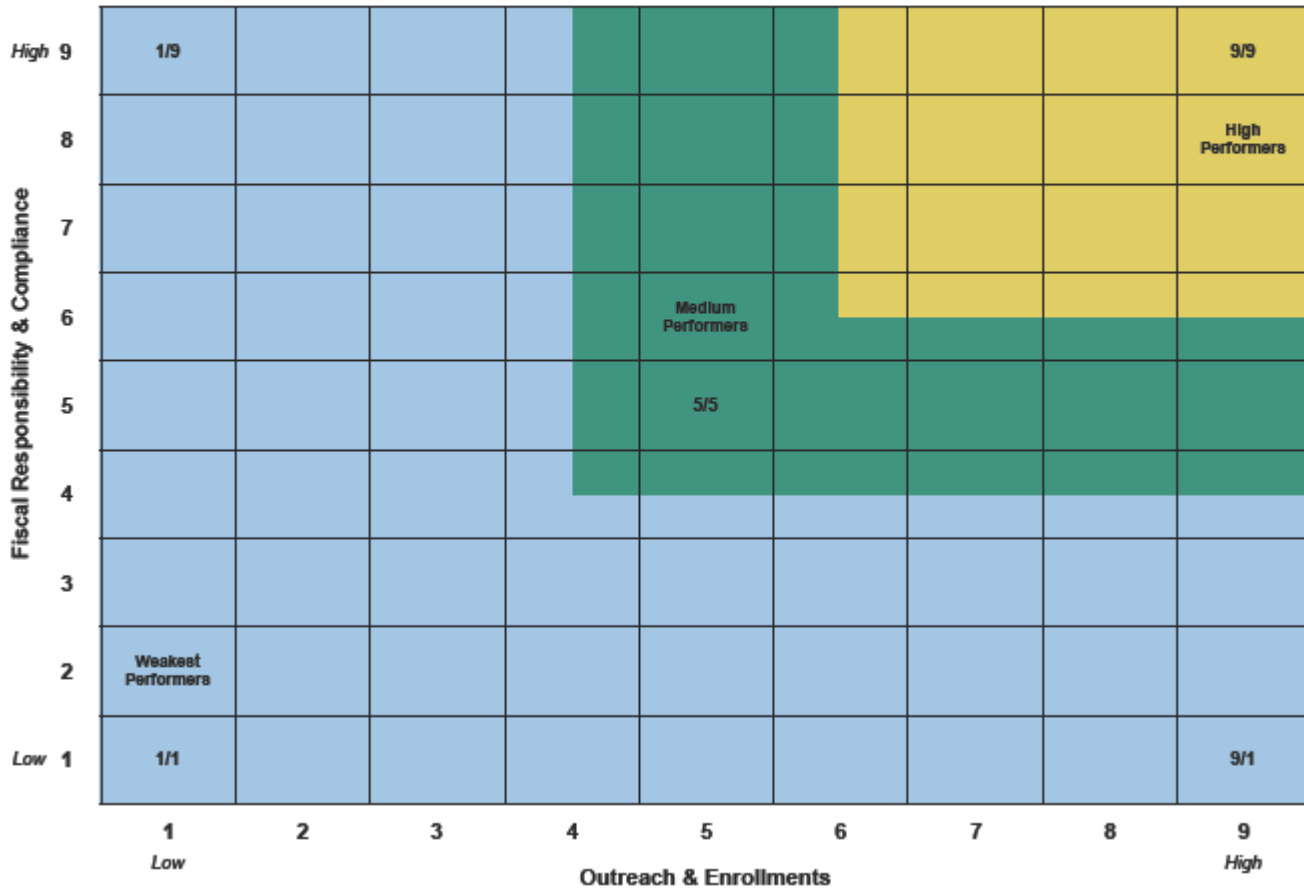
- Grants currently in place from July 1, 2012 – December 31, 2014
- Open Enrollment Period: November 15, 2014 – February 15, 2015
- Gap in grant cycle timing
- Propose 6-month extension with opportunity for grant adjustment on a per site basis

Site Evaluation

- Review each Assistance Site's performance
 - Marketing & Outreach
 - Fiscal Responsibility & Compliance
 - Enrollment Numbers
 - Situation Analysis
- Current Assessment
 - 51% Top Performers
 - 46% Medium Performers
 - 3% Weak Performers
 - 3 Discontinued Participation



Assistance Site Performance Grid



Grant Extension Process

- Discuss next steps with each Assistance Site
- Extend top performers' grants for 6 months through June 30, 2015 with new enrollment goal and scope of work
- Discuss next steps and potential extension with medium performers – new goal, scope of work and timeframe
- Confirm next steps with the low performers
- Process complete by September 30
- Focus on Enrollments

C4HCO Support

- Certification and Recertification Online Training
- Building Better Health Enrollment Conference – October 14-15 - The Colorado Health Foundation
- Time and Attention for Assistance Sites - coaching, support, planned enrollment events, best practices identified and shared, webinars, enhanced training, collateral material
- Increased leadership/support from Hubs
- Targeted outreach strategies with Marketing
- Streamlined reporting
- Core competency focus for enrollments

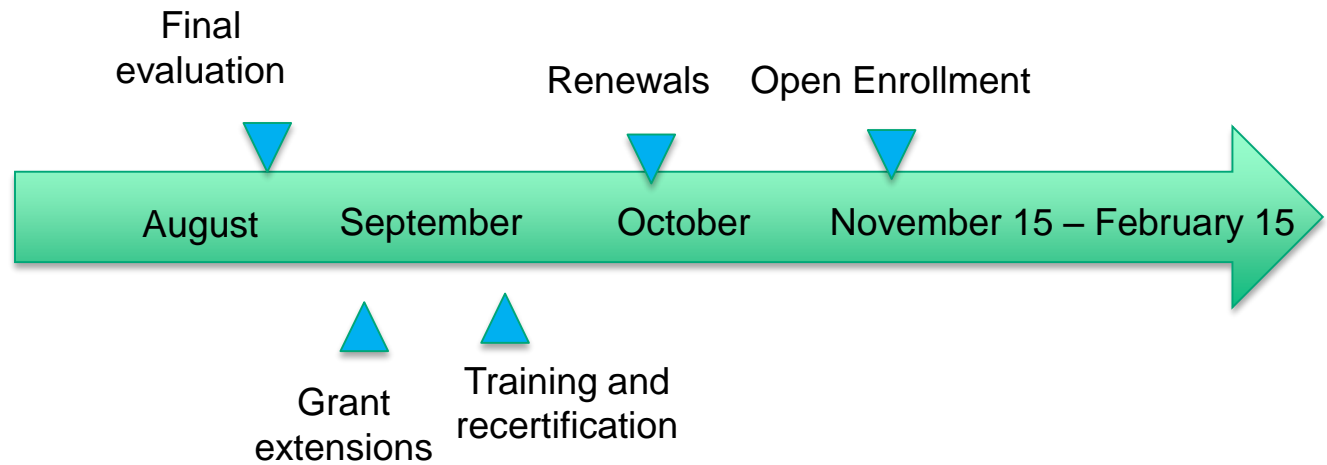
Feedback from Key Stakeholders on Performance Metrics

- Feedback/Recommendations from Advisory Groups
 - CCHI
 - Covering Kids Colorado
 - Others
 - Balance metrics with customer service
- Feedback from select Assistance Sites
- Recommendations from Spark Policy Institute's Final Evaluation
- C4HCO Leadership
- Board Input

Proposed Assistance Network Performance Metrics for Next Open Enrollment

- Quantitative
 - Number of FTEs/site
 - Number of in-person assistance meetings
 - Number of individuals reached through education and outreach
 - Target populations reached
 - Number of enrollments/targeted population
 - Total enrollments
- Qualitative
 - Successes and barriers, client testimonials
 - Effective enrollment strategies implemented education, outreach
 - Customer Satisfaction
- Financial
 - Accurate & Timely Reporting
 - Appropriate Spend
- Determine metrics by mid-September, test with Hubs

Looking ahead: Upcoming milestones



Planning for 2015-16 Grant Cycle

- Review effective model for Assistance Network with C4HCO alignment of goals and funding
- Establish consistent performance measurements to balance Assistance Network purpose & sustainability
- Obtain feedback from Assistance Network Sites on what's working/what isn't
- Continual Evaluation
- Identify operational efficiencies & streamline processes
- Determine grant guidelines by March 2015

CONNECT *for* HEALTH
COLORADO™
Assistance Network Trend

