Want to Help?

SignUpNow!

100 Days to Coverage

September 21, 2018
Maximizing Enrollment of Newly Eligible Virginians

• A key lesson from expansion states is that **free 1:1 assistance** is critical to maximizing enrollment of adults:
  – With poor literacy skills
  – Uncomfortable with computers or without regular internet access
  – Who have been uninsured for long periods of time
What We Know about Those Newly Eligible

• 79% live in households earning less than 100% FPL.
• Many have low literacy skills.
  – In 100+ Virginia localities, the percent of adults with a high school diploma/GED or less exceeds the overall rate for the Commonwealth (37%)
  – In many rural localities, it’s more than 50%
  – The income level for newly eligibility starts at a very low level (28% FPL)
• 1/3 of newly eligible adults don’t have regular access to a computer or the internet and about 40% don’t use email.
  – Those applying online with 1:1 help were twice as likely to ultimately enroll as those who applied online without help.
How You Can Help

• Educate your members, affiliates, staff and potentially-eligible individuals **NOW** about the new coverage and help them understand who is eligible.

• Spread the word and dispel misconceptions.
  – Many potentially-eligible adults may not believe they qualify.
  – Others may have applied for Medicaid in the past and been denied.
  – No limited time for applying (*can do so any time*).

• Try to address the stigma of participating in Medicaid.

• Talk about the financial protection health insurance provides.
How You Can Help

• Encourage your members, affiliates, staff, and/or colleagues to help folks apply.

• Help identify those eligible:
  – Incorporate a screening question into your intake process.
  – Look at your client income data to see who may be eligible and offer application assistance.
  – Host a pop-up enrollment event.
    • Tell people what they’ll need to bring (*household income information for the last month and amount of any other taxable income and social security numbers, birthdates, and citizenship documents for all in the household applying*)
    – Share Cover Virginia materials with low-wage employees at hire, separation and during your organization’s open enrollment period.

• Explore opportunities to partner with others in your community who want to help maximize enrollment.
• 5 hour training, which teaches people how to help others apply for Virginia’s Medicaid and FAMIS programs.
  – Sign up with Foundation staff today to receive workshop dates and locations
  – Go to http://tinyurl.com/sunworkshops to sign up to receive workshop dates and locations
What Does *SignUpNow* Cover?

- Who qualifies and how to complete an application
- Virginia’s application systems and various methods of applying
- How Medicaid and Marketplace coverage interrelate
- Covered benefits and terms of coverage
- How to get the word out in your community
For More Information

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