

**PACHC Memo 16-03**

**Please share with:** Executive Management

**September 28, 2016**

**TO:** Chief Executive Officers of Pennsylvania Community Health Centers  and Rural Health Clinics

**FROM:** Cheri Rinehart, President & CEO

**SUBJECT:** Role of PACHC in Outreach and Enrollment Support

**SUMMARY:** PACHC’s Outreach and Enrollment department, with the support of key partners, is committed to providing technical assistance and resources in a "lead navigator" capacity to support Navigators, Certified Application Counselors and other in-person patient enrollment assisters currently employed by Pennsylvania’s FQHCs, FQHC Look-Alikes, and Rural Health Clinics. While many of you are aware of the work we do on this issue, others may not be or might benefit from a refresher, so we offer this summary to help you as you prepare for 2017 Marketplace Open Enrollment, which begins Nov. 1, 2016.

**BACKGROUND:**

PACHC is the only Pennsylvania organization that has received a CMS Navigator grant every year since the inception of the federal Health Insurance Marketplace in 2014. On September 2, 2015, PACHC, after receiving two one-year CMS Navigator awards, was awarded a three-year CMS Navigator grant to continue to support our outreach and enrollment efforts and our support of Pennsylvania health centers in those efforts.

**PACHC ROLE:**

Our experience over the past three years has solidified our reputation as an effective and skilled “Lead Navigator.” In PACHC’s role as “Lead Navigator,” we consistently work to build our effectiveness, as well as that of health centers in outreach; validate the impact of a “community of Community Health Centers” approach to inreach, outreach and enrollment for policymakers; help health centers and the people you serve be aware of and adjust to the transitions of coverage created by state and federal policy decisions; strengthen our relationship with other organizations and state leaders; and most importantly, help to ensure more individuals gain the security of coverage.

Here are some of the ways we help support health centers and health center-based enrollment assisters through both our CMS Navigator funding and through our HRSA primary care association cooperative agreement:

1. **HIPAA-Compliant Online Data Registry.** We have developed and updated a robust secure, HIPAA-compliant online data registry that permits health centers to assess activities by individual assister or by health center, to evaluate themselves against peers, and to assess collective progress. The data registry gives health centers access to a number of reports that can be viewed or printed to evaluate and support your inreach and outreach efforts.
2. **Monthly Networking Calls.** We host interactive and informative monthly networking calls and periodic regional in-person meetings for all health center-based enrollment assisters, decreasing their sense of isolation, providing answers, giving opportunities for sharing of best practices, reminding of obligations, inspiring and motivating and helping these individuals feel like an important part of this historic effort.
3. **Enrollment Assister Registry.** We have developed a central registry of Navigators and certified application counselors. Last year, we supported the work of 45 Navigators and 150 CACs.
4. **Training & Technical Assistance.** PACHC provides an enrollment assister educational track at our Annual Conference & Clinical Summit, offers education and technical assistance during our monthly assister calls, offers regional in-person networking and education sessions, and offers topic-specific webinars and other education as need dictates. In addition, regular outreach and enrollment information is provided in our weekly publication, *News CHCs Can Use.* Our enrollment training, education and technical assistance is not limited to the Marketplace, but also to CHIP and Medicaid to support enrollment assistance in these programs as well.
5. **Policy Updates.** PACHC works hard to ensure that health center-based enrollment assisters have up-to-date policy and procedure information for the Marketplace, CHIP and Medicaid. We do this through the monthly enrollment assister calls we host, through the annual regional meetings for assisters, through the outreach and enrollment track of our annual conference and through information shared in our weekly newsletter, *News CHCs Can Use.*

**MEMBER ACTION:**

1. Data registry. If your health center is one of the few not participating in the PACHC Enrollment Assisters Database, we urge you to consider doing so for this next enrollment period. We’re happy to schedule a demonstration of the system for current users as well as any health center not currently participating.
2. Monthly assister calls. Please encourage your enrollment assisters, or the individual they report to, to participate in these monthly calls. There is no fee to participate.
3. Enrollment Assister registry. Please provide updates on your enrollment assisters and their certifications to Tia Whitaker, Statewide Director for Outreach and Enrollment. We are evaluating the option to add an online registration feature to the Database prior Open Enrollment.
4. Training & technical assistance. Your enrollment assisters are welcome to call or email PACHC at any time with questions, issues or suggestions. Please support your enrollment assisters in attending PACHC-hosted education and training on outreach and enrollment. These events are designed to provide the latest information, to provide opportunity for sharing of successful practices and to help your health center get optimal value for the money you’re investing in outreach and enrollment.
5. Mandated Pennsylvania Department of Insurance registration. Pennsylvania’s Act 7, the Navigator and Exchange Assister Accessibility and Regulation Act, requires all exchange assisters (Navigators and certified application counselors—CACs) and health centers to register with the PA Insurance Department before providing assistance to consumers with the Health Insurance Marketplace. The law took effect June 19, 2015. If your assister is not currently registered or if you added new assisters after February 15, 2016, go to the Pennsylvania Insurance Department’s [Navigator and Exchange Assister webpage](http://www.insurance.pa.gov/Licensees/Navigators/Pages/default.aspx#.VvLi6tIrLX4) to begin the registration process.

**FOR MORE INFORMATION:** Please continue to follow PACHC’s *News You Can Use* newsletter for updates and information on outreach and enrollment. As always, please contact our Statewide Director for Outreach and Enrollment, Tia Whitaker, tia@pachc.org or (717) 761-6443, ext. 207 with questions or for additional information.