



The CHI Experience in Community Based Enrollment and Retention

A Presentation to
The California Health Benefit Exchange
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Enrollment Success

Children's Health Initiatives (CHIs) created ongoing community outreach and enrollment campaigns

- Our CAAs are skilled, unbiased, understand their community, speak the language
- CHIs connect over 125,000 families with coverage annually
- Assist renewals for 44,000 families annually
- 77% connect clients with medical homes
- Connect clients with CalFresh, EITC, and other programs



What CAAs Do

What it takes to educate, enroll and keep people in coverage

- Become a trusted source of information in the community
- Application assistance, verifications, plan selection, trouble shooting, enrollment verification
- Educating clients
 - Develop an understanding of the process of obtaining, using and keeping health insurance
 - Access care, connecting to medical or dental home
 - Retain and appropriately use coverage



Lessons Learned for Success

A Trusted Voice: Leveraging the Local Experience

http://cchi4families.org/local_cchi.cfm

- Employ multiple approaches and strategies
- Allow for local flexibility
- Leverage the trust in local community organizations
- Assistance is culturally and linguistically aligned with the community
- Strong collaborations between broad network of organizations



CCHI's Outreach and Enrollment Network





Assistors and Navigator Program

California Navigation Work Group

- Children's Coverage Coalition convenes broader stakeholder group working on assistance and navigation issues
- On-the-ground expertise in outreach and enrollment
- Developed papers on "Principles for Consumer-Focused Navigators," "Navigator Scope," "Credentialing and Training," and "Program Models"

All hands on deck to make Assistors/Navigator Program work

- Compensation structure that incentivizes enrollment in target and historically uninsured populations
- Crucial to leverage those with experience doing enrollments who are trusted by groups traditionally lacking coverage
- Training and credentialing are essential



Thank you

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