
Outreach and Education Grant Program

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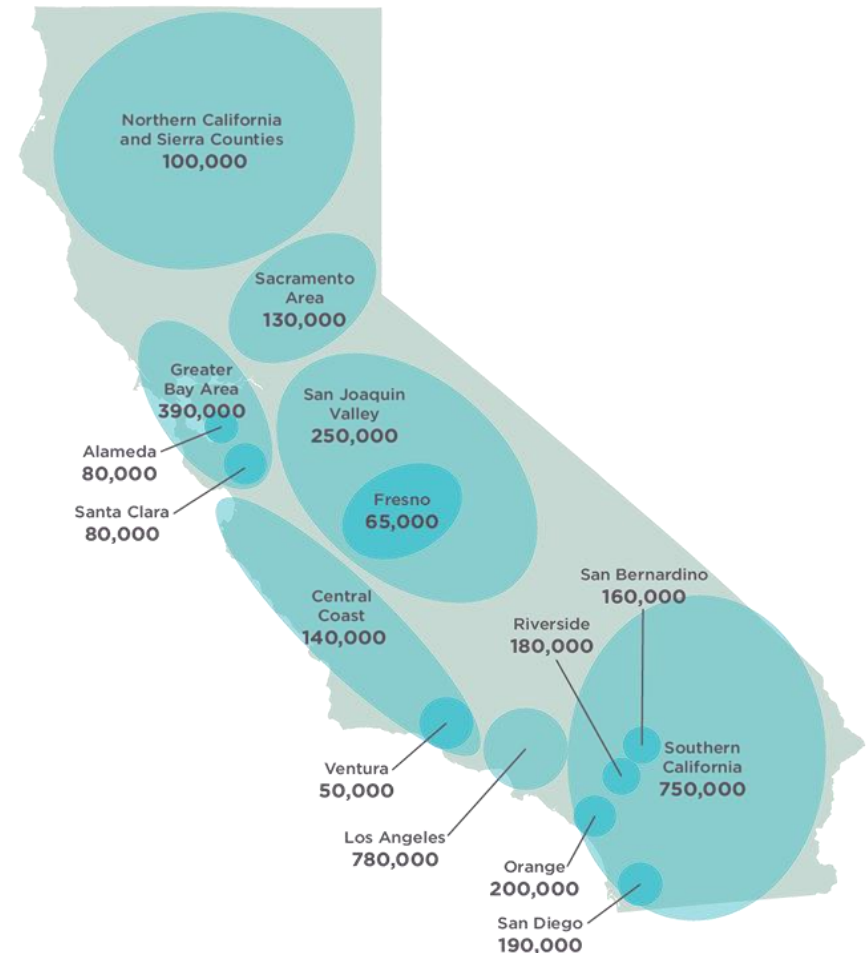


What is CA's Uninsured Population

CALIFORNIA'S EXCHANGE SUBSIDY ELIGIBLE INDIVIDUALS BY REGION

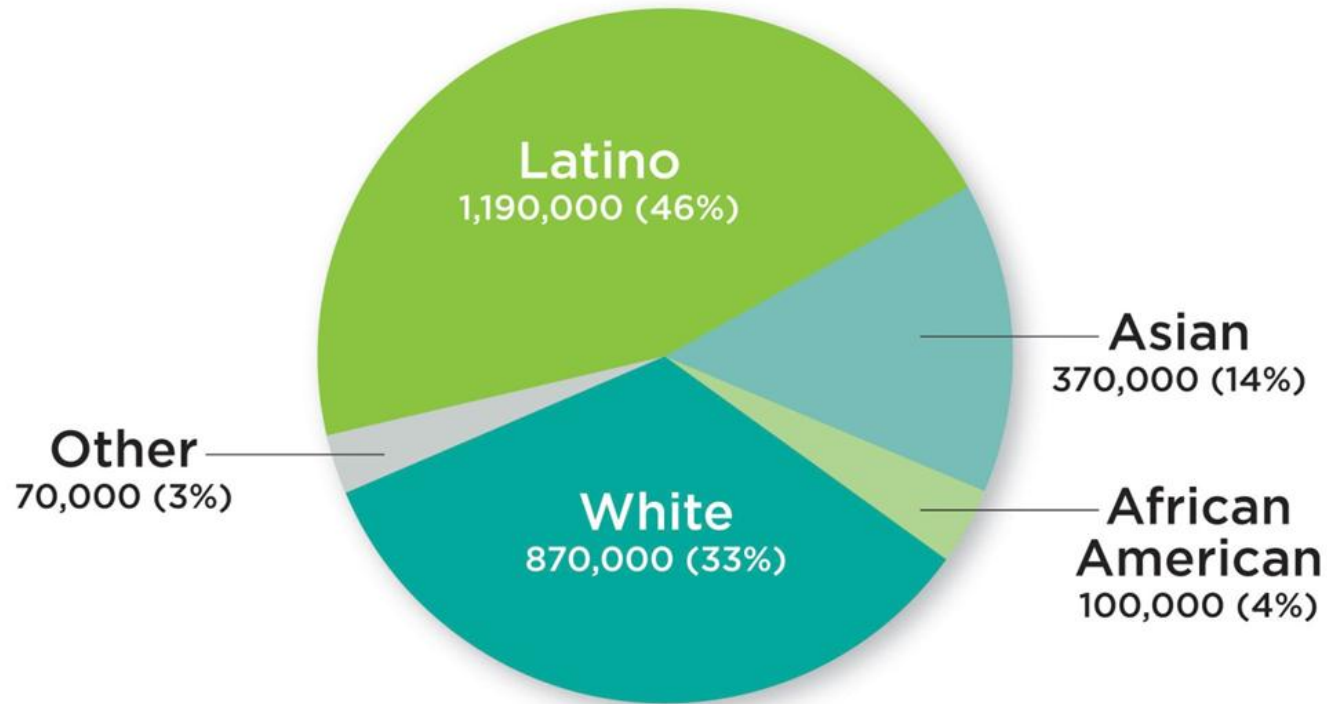
By Geography:

California's geography presents a unique challenge. Our ability to reach the uninsured in urban and rural settings spanning over 163k square miles will be critical to the success of this program.



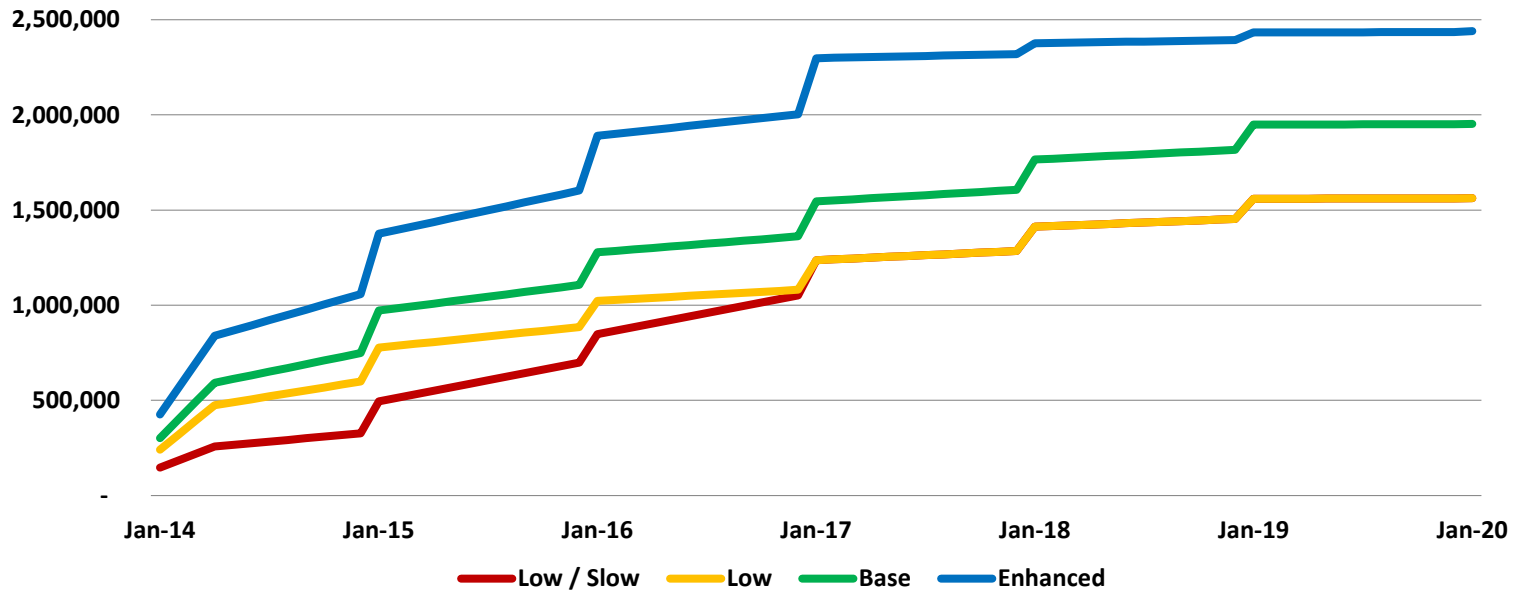
What is CA's Uninsured Population

By Ethnicity:



“Aim High” and Plan for Uncertainty

Exchange Subsidized & Unsubsidized Enrollment Projection Profile and Growth



	Jan-14	Jan-15	Jan-16	Jan-17	Jan-18	Jan-19	Jan-20
Low / Slow	150,000	490,000	850,000	1,240,000	1,410,000	1,560,000	1,560,000
Low	240,000	780,000	1,020,000	1,240,000	1,410,000	1,560,000	1,560,000
Base	300,000	970,000	1,280,000	1,550,000	1,770,000	1,950,000	1,950,000
Enhanced	430,000	1,380,000	1,890,000	2,300,000	2,380,000	2,430,000	2,440,000

Covered California is seeking to enroll as many Californians as possible. Covered California is working to meet and exceed its goals, while at the same time planning for lower enrollment by developing budgets that can be adjusted and constantly adjusting its marketing, outreach and operations as needed based on new information and experience.



Target Populations

The primary target population of Covered California's marketing and outreach efforts are the 5.3 million California residents projected to be uninsured or eligible for tax credit subsidies in 2014:

- 2.6 million who qualify for subsidies and are eligible for Covered California qualified health plans; and
- 2.7 million who do not qualify for subsidies, but now benefit from guaranteed coverage and can enroll inside or outside of Covered California.



Outreach and Education Grant Program

- **The Grant Program will have distinctive, independent activities, which leverage and align with the Statewide Marketing and Assisters Program strategies that are implemented.**

- **Board Action taken on June 19, 2012 to implement the Grant Program.**



Grant Program Main Goal and Objectives

Goal: Educate eligible Californians about Covered California and collect leads for Assisters and the Service Center who will perform application assistance.

1. Ensure participation of organizations with trusted relationships with the uninsured markets that represent the cultural and linguistic diversity of the state.
2. Deliver a cost-effective program that promotes and maximizes enrollment.
3. Disseminate clear, accurate and consistent messages to target audiences that eliminate barriers, increase interest and motivate consumers and small businesses to enroll into coverage.



Eligible Entities

List of Eligible Organization Types

Community or Consumer-focused non-profit organization; Consumer Advocacy, community-based organization, or faith-based organization

Trade, industry or professional association, labor union, employment sector, Chamber of Commerce targeting specialty populations

Commercial fishing industry organization, ranching or farming organization

Health Care Provider: such as hospital, provider, clinic or county health department

Community College, University, School, or School Districts

Native American tribe, tribal organization, or urban Native American organization

City Government Agency or Other County Agency

*For-Profit Entities are encouraged to apply as a subcontractor to a collaborative.



Outreach and Education Plan Phases

Outreach and Marketing Phase	Start	End	Purpose
Consumer Outreach and Education	May 1, 2013	June 30, 2013	Raise awareness about the new consumer-friendly health insurance marketplace.
Get Ready, Get Set	July 1, 2013	September 30, 2013	Inform eligible Californians or small businesses that opportunities for coverage are “coming” in 2014.
Enroll!	October 1, 2013	March 31, 2014	Guide consumers or small businesses to their enrollment options and to shop and compare qualified health plans. Deliver the message that the time to enroll has come and it is easy to apply.
Reinforcement and Special Enrollment	April 1, 2014	July 31, 2014	Promote enrollment of those who did not enroll during year one during the Open Enrollment period. Promote the Special Enrollment period when consumers experience a change of circumstances (e.g., marriage, birth, adoption, loss in health care coverage).
Get Ready, Get Set	July 1, 2014	September 30, 2014	Inform eligible Californians or small businesses of the opportunities to enroll in coverage during the upcoming Open Enrollment Period.
Enroll!	October 1, 2013	December 31, 2014	Guide consumers or small businesses to their enrollment options and to shop and compare qualified health plans. Deliver the message that the time to enroll has come and it is easy to apply.



Grant Funding

\$43 million 2013 - 2014:

- \$40 million targeting individual consumers who qualify for Covered California enrollment.
- \$3 million targeting small businesses eligible to provide coverage to employees through the Small Business Health Options Program (SHOP).

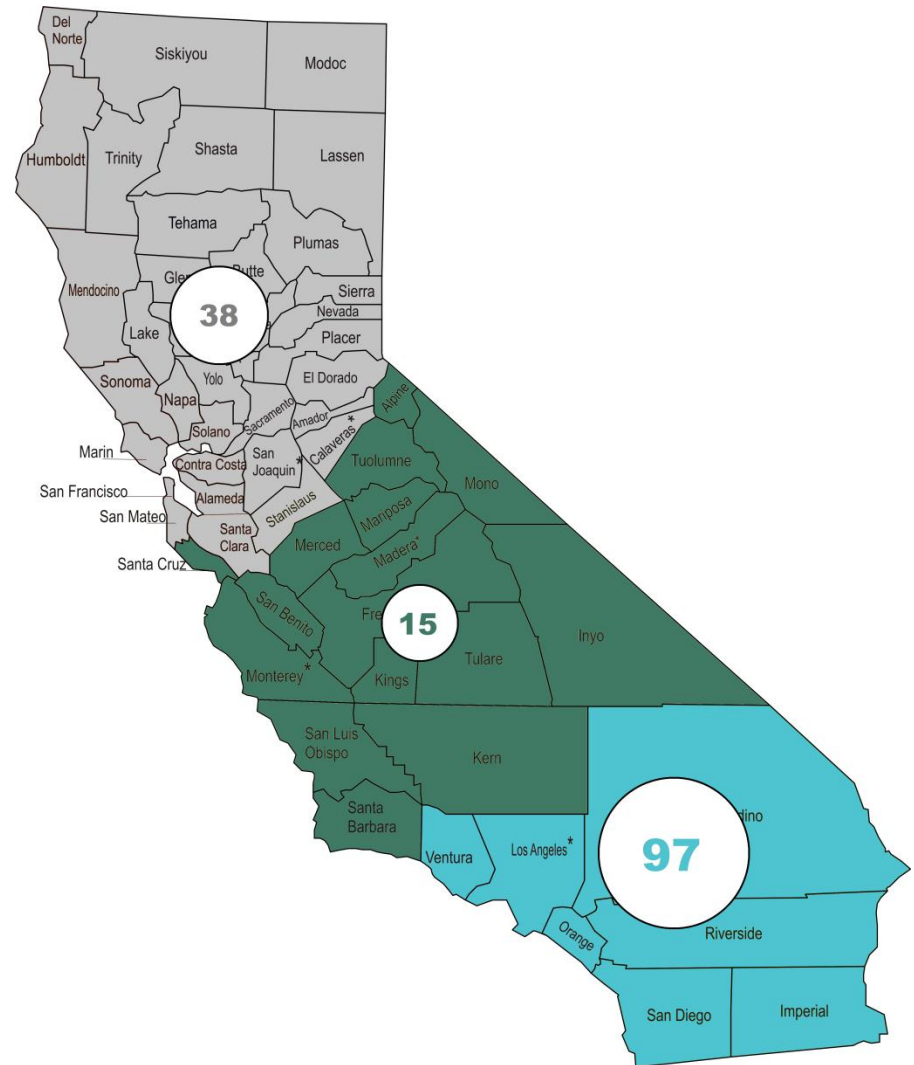


\$40 mil. Funding Pools

Funding Pool	Purpose	Target Populations	Estimated Allocation
Single County Funding Pool	For Applicants proposing to conduct outreach to target market(s) located in <u>one</u> county only.	<ul style="list-style-type: none"> • One population only • Two or more populations • All uninsured individuals in one County • Small businesses in one County 	\$25 million
Multi-County Funding Pool	For Applicants proposing to conduct outreach to target market(s) located in <u>two or more counties</u>	<ul style="list-style-type: none"> • One population only • Two or more populations • All uninsured individuals in two or more Counties • Small businesses in two or more Counties 	
Targeted or Statewide Funding Pool	For Applicants proposing to conduct statewide efforts or campaigns to target populations <u>not</u> defined by geography.	<ul style="list-style-type: none"> • One population only • Two or more populations • Statewide campaigns to target populations • Small businesses of one or more types or statewide 	\$15 million

Potential Grant Awards by Region

- Awards based on QHP uninsured population.
- Maximum award is \$1 million; minimum award is \$250,000.
- Less populated counties or smaller target populations (those with less than 5,000 estimated enrollment) are highly encouraged to participate in multi-county initiatives and coalitions.



Stakeholder Engagement Process

The Exchange presented primary key concepts to solicit feedback on the Outreach and Education Grant Program at Stakeholder Webinars.

- Webinar #1- September 27, 2012
 - 37 letters or comment forms were received
- Webinar #2 – December 13, 2012
 - 13 letters or comment forms were received

Overall, comments indicated support for the design with some feedback regarding revisions to key concepts.



Stakeholder Organizations Submitting Comments

- 1.2-1-1 California
- 2.AltaMed
- 3.Asian Pacific American Legal Center
- 4.California Association of Food Banks
- 5.California Association of Health Underwriters
- 6.California Coverage and Health Initiatives
- 7.California Family Health Councils
- 8.California Labor Federation
- 9.California LGBT Health and Human Services Network
- 10.California Pan-Ethnic Health Network
- 11.California Primary Care Association
- 12.California Rural Indian Health Board
- 13.California Rural Legal Assistance Foundation
- 14.California School Health Centers Association
- 15.California State Rural Health Association
- 16.California/Nevada Community Action Partnership
- 17.Californians for Patient Care
- 18.Catholic Charities of California
- 19.Catholic Charities of the diocese of Stockton
- 20.Clinica Sierra Vista
- 21.Community Clinic Association
- 22.Community Health Councils
- 23.Congress of California Seniors
- 24.Corral Consulting
- 25.Health Access California
- 26.Health and Life Insurance Agent
- 27.Inland Empire Children's Health Initiative Coalition
- 28.North Valley Medical Association
- 29.Radio Bilingue
- 30.San Diegans for Healthcare Coverage
- 31.San Fernando Valley Community Mental Health Centers
- 32.San Francisco Community Clinic Consortium
- 33.San Mateo County Health Systems
- 34.SEIU California
- 35.Small Business Coalition
- 36.Small Business Majority
- 37.Southeast Asia Resource Action Center
- 38.The Children's Partnership
- 39.The Greenlining Institute
- 40.United Ways of California
- 41.Western Center on Law and Poverty



Key Stakeholder Feedback

Themes:

- Overall webinar was well received, informative and valued by stakeholders.
- Request to allow organizations to be included in multiple grant applications as subcontractors.
- Increased grant award size of \$1 million was uniformly received as positive.
- Expressed the need for smaller minimum grant award (\$50,000 vs. \$250,000).
- Concern that award criteria are too heavily weighted toward applicants in high density urban areas.
- Suggestion to allow organizations to follow up on their own leads and/or to select specific local Assisters to receive their leads.

Outreach and Education Grant Program Timeline

Date	Activity
January 22, 2013	Release of Outreach and Education Grant Program Application
TBD	Grant Application Conference
March 4, 2013	Grant Application Responses Due
April 26, 2013	Notice of Intent to Award
May – August 2013	Grantee Training
May 24, 2013	Cycle 2 Grant Application Release
TBD	Cycle 2 Grant Application Conference
June 24, 2013	Cycle 2 Grant Application Responses Due
July 15, 2013	Cycle 2 Notice of Intent to Award



Community Involvement at Every Level is Our Goal

Organizations not selected for the Outreach and Education Grant Program can participate in Covered California's Campaign as Enrollment Assisters and partners in the Community Outreach Network.



Medicaid & CHIP Outreach Grant

Award Information

Total Funding

A total of \$32 million in federal funding will be available in grants for activities to increase enrollment and retention of eligible children in Medicaid and CHIP over a 24-month period.

Award Amount

Grants will range in size from \$250,000 to \$1 million.

Number of Awards

Approximately 40 grants.

Due Date and Anticipated Award Date

Grants are due February 21, 2013 and awards for the Cycle III grants will be announced on June 1, 2013.

Eligible Entities

1. A State with an approved child health plan;
2. A local government;
3. An Indian tribe or tribal consortium, a tribal organization, an urban Indian organization, or an Indian Health Service provider;
4. A Federal health safety net organization;
5. A national, state, local, or community-based public or nonprofit private organization, including organizations that use community health workers or community-based doula programs;
6. A faith-based organization or consortia; and
7. An elementary or secondary school.

Areas of Focus

1. Engaging schools in outreach, enrollment and retention activities;
2. Bridging health coverage disparities by reaching out to subgroups of children that exhibit lower than average health coverage rates;
3. Designing and executing targeted enrollment strategies to streamline health coverage enrollment for individuals participating in other public benefit programs, such as SNAP, WIC or other programs;
4. Establishing and developing application assistance resources to provide high quality, reliable Medicaid/CHIP enrollment and renewal services in local communities; and
5. Conducting training programs to equip communities to help families understand the new application and enrollment system and to deliver effective assistance to families with children eligible for Medicaid and CHIP.

Link: <http://www.medicaid.gov/>

Subject: Connecting Kids to Coverage Outreach and Education Grant Opportunity.



For More Information

Visit our website at

<http://www.hbex.ca.gov>