BUILDING BETTER HEALTH

#coverCO

2016

RESOURCES
INSPIRATION
SUPPORT

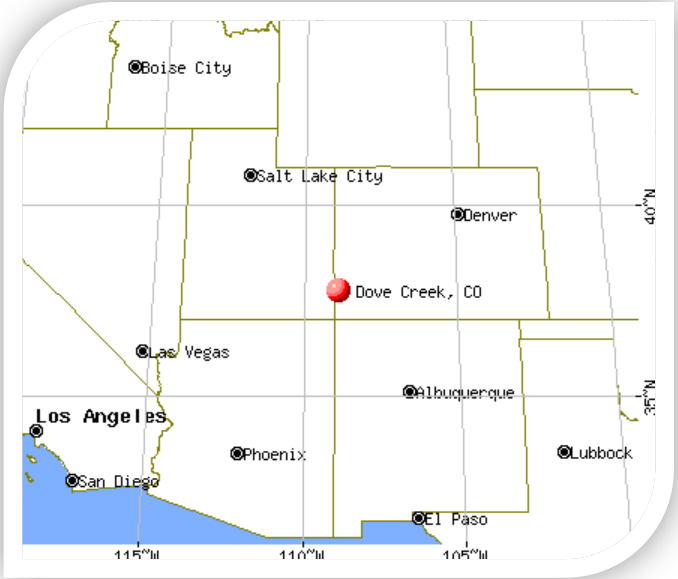
Outreach Best Practices

Housekeeping

- Amber Anderson
  - Certified Application Counselor, Patient Navigator
  - Dove Creek Community Health Center
- Jesse Lopez
  - Supervisor
  - Aurora Coverage Assistance Network

Introduction

- Amber Anderson Certified Application Counselor/ PT. Navigator Community Health Center
- Dove Creek, CO

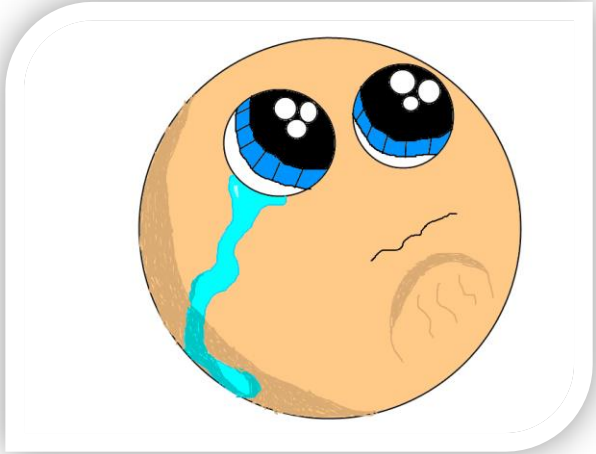


STRATEGIES FOR OUTREACH

THE OBSTACLES AND SUCCESSES OF RURAL OUTREACH

BEFORE THE AFFORDABLE CARE ACT

The uninsured rate for Community Health Clinic patients was 44%



We Need A Plan

No clear outline

How to track info

How to set up appts.

How to reach clients

FIRST STEPS

Informational letter to All Addresses in Area

- Handouts from C4HCO
- Explanation of the new law and how it would affect the community.
- Information on how to contact us
- What was needed to sign up.
- Letter to All Uninsured Patients

Cultural Concerns

- The ACA was not easily accepted by our rural population
- Connect For Health Colorado hosted a town meeting so people could be heard
- They didn't feel they should be "forced" to purchase insurance
- "Keep the Government out of my business"
- Medicaid has a stigma of being "on welfare"

Open Enrollment is on its way!

OE 1 (Oct 2013)

Fliers placed all over town

Ads in the local paper

Blurb on DC TV

Handouts at the local store

Posters in local businesses

Come See Us!

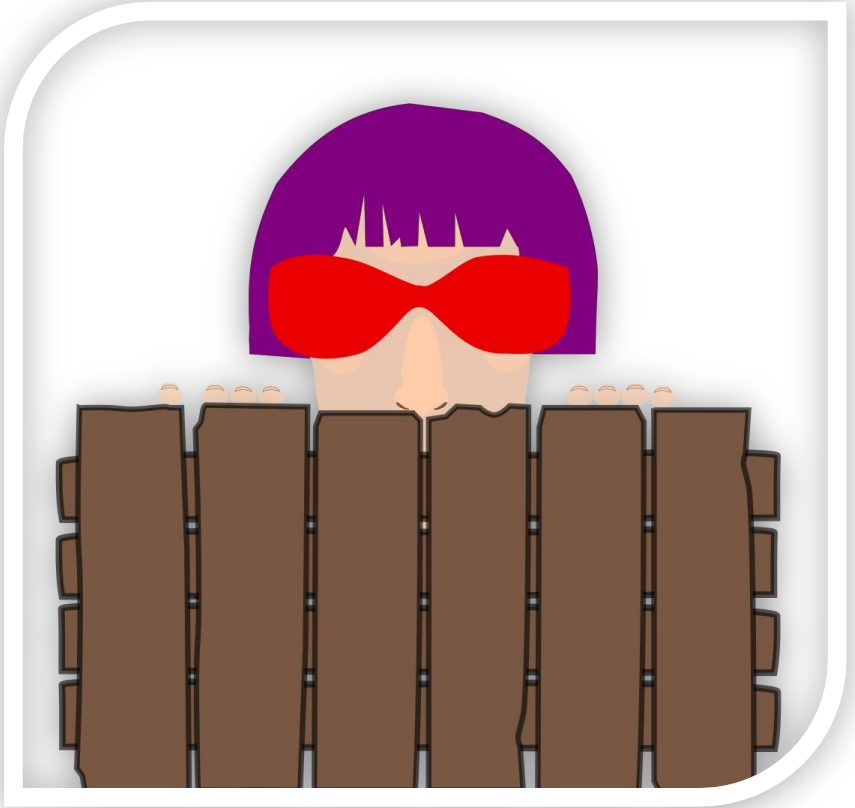
It’s The Law!

Don’t Find Yourself Fined!

Challenges

Separating ourselves from the clinic.

Forcing O&E appointments



Doing Our Happy Dance!!!

- Survived our first Open Enrollment
- Reduction in Colorado Indigent Care Programs and other In House Sliding Scale Programs
- Patients actually coming in for chronic care visits

Continuing Presence

- Kept ourselves visible and available
- LCE Assistance
- Fliers placed for Life Change Events
- New Ads for DC TV
- Expanded training in order to reach more of the community

Community Partners

- Senior center
- County workers
- Local businesses
- Local churches
- Word of mouth

OE 2 (Nov 2014)

- Radio Ads
- Newspaper Ads
- Fliers and posters all over town
- Letters sent for reenrollment
- Reminders of Redeterminations
- Meetings with County Workers

Challenges

- Errors in Tax Credits
- Horror Stories About Repays
- Long Phone Wait Times
- Computer Glitches
- Slow Eligibility Processing
- Clients With Multiple Applications
- Farmer Self Employment
- Family Glitch

Success Stories

Auto Enrollment

Improved Health Outcomes

Word of Mouth

Experience

Network Connections

OE 3 (Nov 2015)

- Fliers Placed All Over Town
- Handouts At The Grocery Store
- Familiarity

Challenges

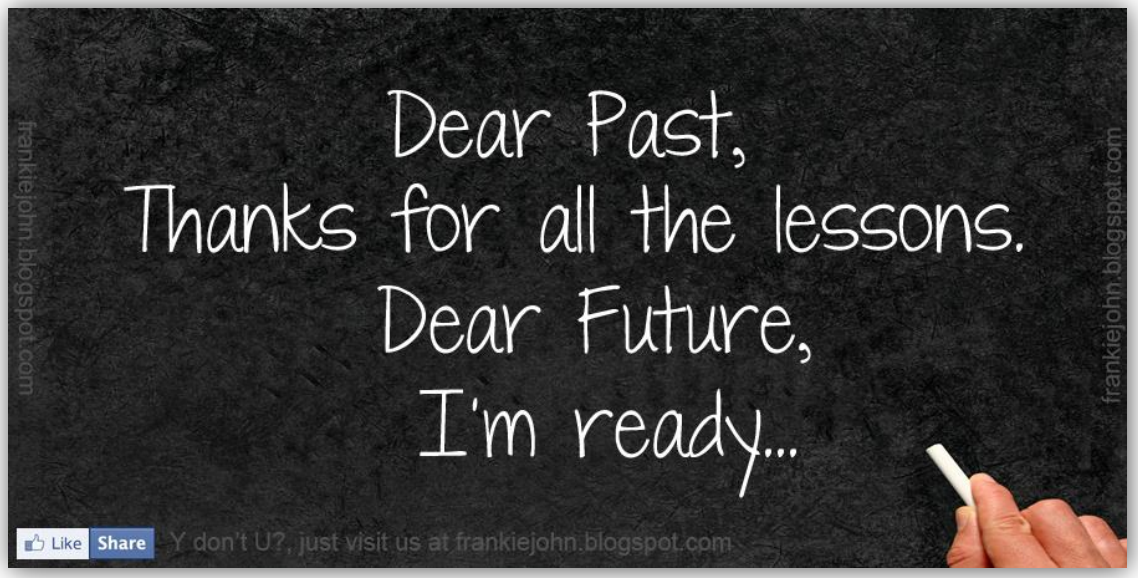
- Loss Of Plans
- New Limits On Facilities
- Substantial Premium Increase

Successes

- Designated Lines for CACs
- Shorter Wait Times
- More Seamless Eligibility Transitions
- Annualized Income
- Fewer Appointments Per Enrollment

Where We Stand

- We Remain Available For Everyone
- Quarterly Meeting With County Collaboration Group
- Slides On Local Digital Bulletin Board
- Fully Integrated With Clinic
- Additional Services
- Always Training



AFTER THE AFFORDABLE CARE ACT

The uninsured rate for Community Health Clinic patients was 12%

Thank You
Thank You
Thank You!!!!

Contact Information

Amber Anderson

CAC/ PT. Navigator

Community Health Clinic

Dove Creek, CO

970-677-3657

Amber.Anderson@Dovecreekclinic.org

Outreach & Enrollment

Jesse A. Lopez

Information to be covered
1.) Using Data
2.)Immigrant & Refugee
3.) Marketing
4.) Enrollment Event

Using Data to Find Your Market

Open Enrollment 4, the Frame Work

- Zip Code data provided by
  - Enroll America, Colorado Health Institute, Piton Foundation
- Immigrant & Refugee population by Zip Code
- Enrollment Locations by Zip Codes
- Zip Codes that need a colocation

Ethnicity Breakdown by Zip Code

Zip Code	African-American	Caucasian	Central Asian	East Asian	Hispanic	Jewish	Middle Eastern	Native American	Pacific Islander	South Asian	Uncoded	Unknown	Total Ppl Per Zip
80010	205	2,965	2	104	3,564	43	36	12	11	21	787	0	**7750**
80011	261	3,151	4	156	2,814	51	52	14	17	18	735	0	**7273**
80012	372	2,599	7	154	1,594	48	70	11	12	20	569	0	**5456**
80013	149	2,397	5	185	876	40	33	11	9	23	391	0	**4119**
80014	84	1,424	7	96	342	25	23	5	1	16	184	0	**2207**
80015	27	920	6	88	252	22	17	3	3	18	133	0	**1489**
80016	2	321	1	28	81	3	2	1	0	9	27	0	**475**
80017	87	1,934	1	89	861	21	24	5	5	14	349	0	**3390**
Total By Group	**1187**	**15711**	**33**	**900**	**10384**	**253**	**257**	**62**	**58**	**139**	**3175**	**0**	**32159**

*Get Covered Data Base, Enroll America, June 21, 2016

Uninsured but Eligible Data

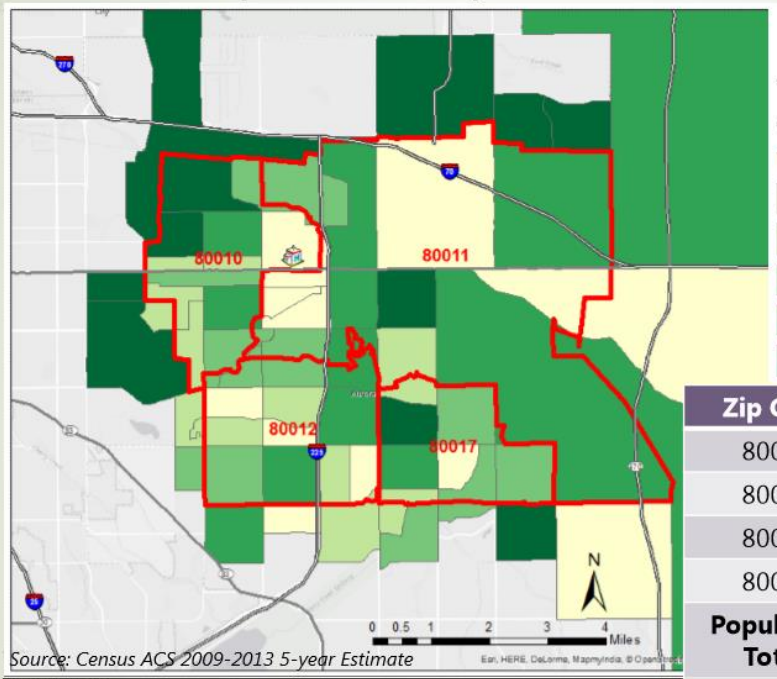
	Colorado Health Institute	Colorado Health Institute
	Eligible for APTC Not Enrolled	Uninsured Population Eligible for APTC'S
80010	2,297	1,837
80011	2,163	1,590
80012	2,073	1,733
80013	2,112	1,398
80014	1,341	1,244
80015	1,528	712
80016	1,003	644
80017	1,239	833

Estimated number of Coloradans between ages 0 and 64 who are eligible for advanced premium tax credits (APTCs) to purchase insurance through Connect for Health Colorado, yet remain either uninsured in a non-marketplace individually-purchased plan as of 2016.

North Aurora Immigrant & Refugee Demographic Profile

Market Area: North Aurora

Population Totals by Census Tract



Zip Code	Total Population
80010	51,872
80011	48,362
80012	48,645
80017	30,183
Population Total:	**179,062**

Source: Census ACS 2009-2013 5-year Estimate

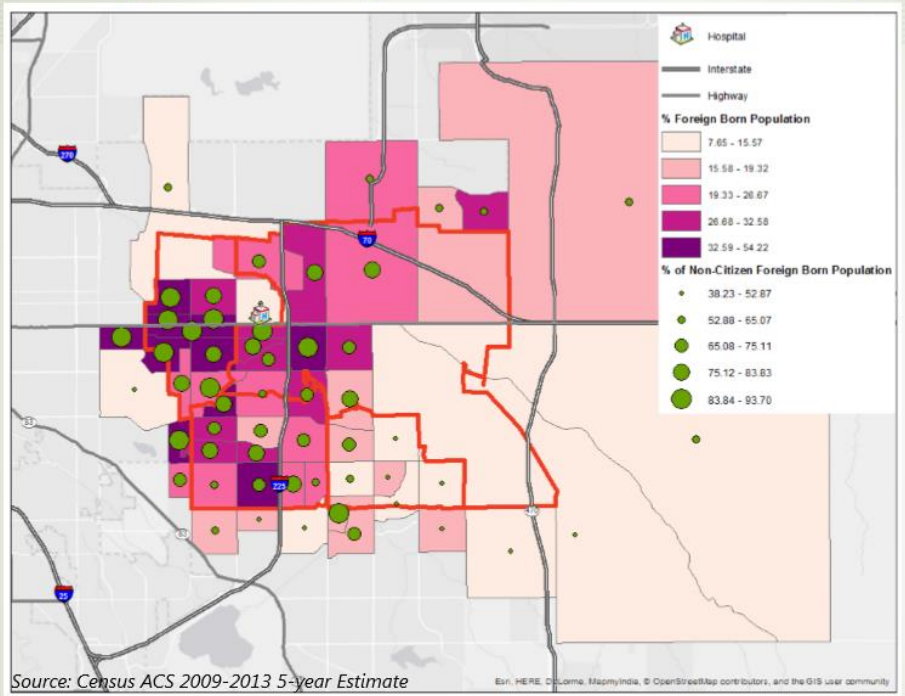
THE PITON FOUNDATION at Gary Community Investments

AURORA HEALTH ACCESS

www.garycommunity.org

North Aurora Immigrant & Refugee Demographic Profile

Foreign Born Population and Citizenship Status



Source: Census ACS 2009-2013 5-year Estimate

Each green circle is representative of that census tract.[3]

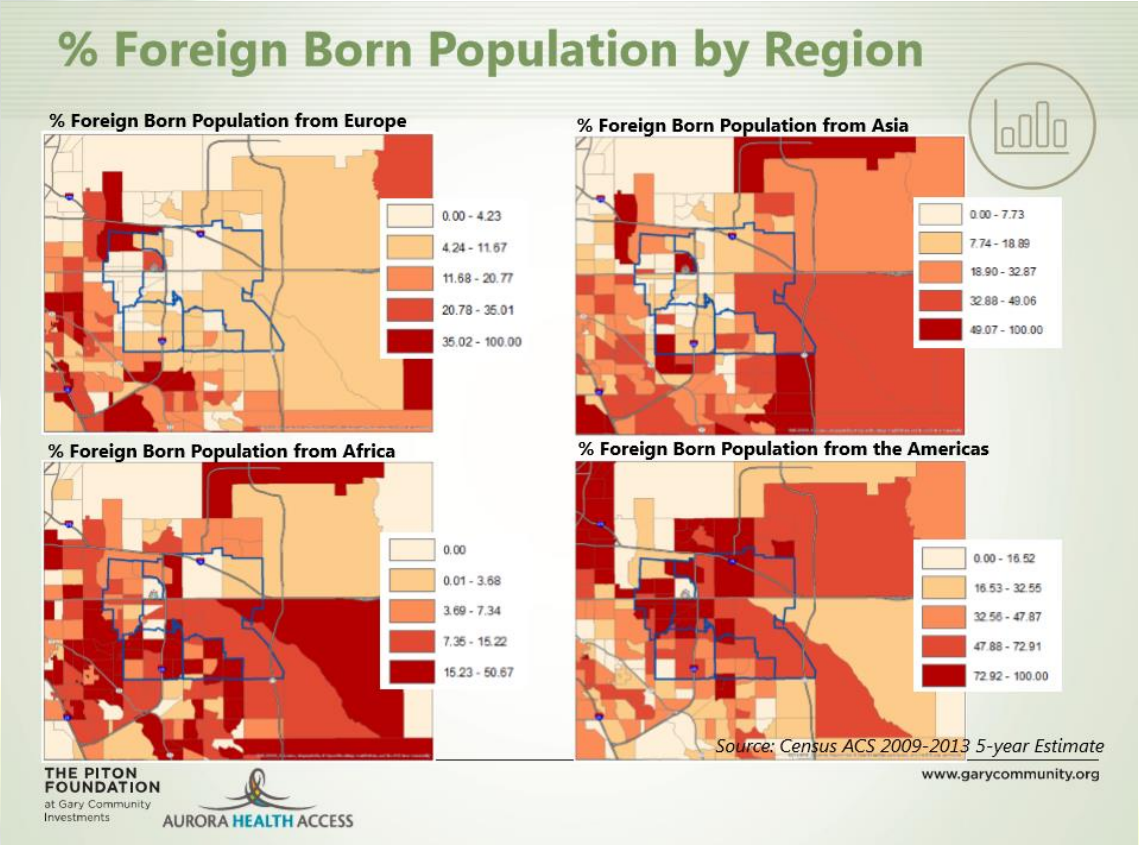
THE PITON FOUNDATION at Gary Community Investments

AURORA HEALTH ACCESS

www.garycommunity.org

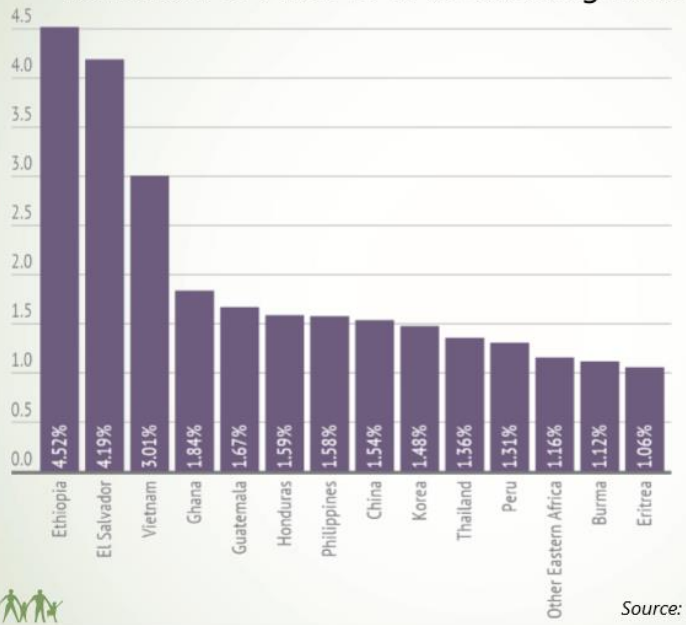
1.) 80010
2.) 80011
3.) 80012
4.) 80017

North Aurora Immigrant & Refugee Demographic Profile



North Aurora Immigrant & Refugee Demographic Profile

Foreign Born Population Place of Birth



The largest share of place of birth for the foreign-born population in North Aurora is **Mexico at 53% of the total foreign born population.**

The trends of foreign born population by continent are: **Europe 4%, Asia 17%, Africa 14%** and **the Americas 64% (including Mexico).**

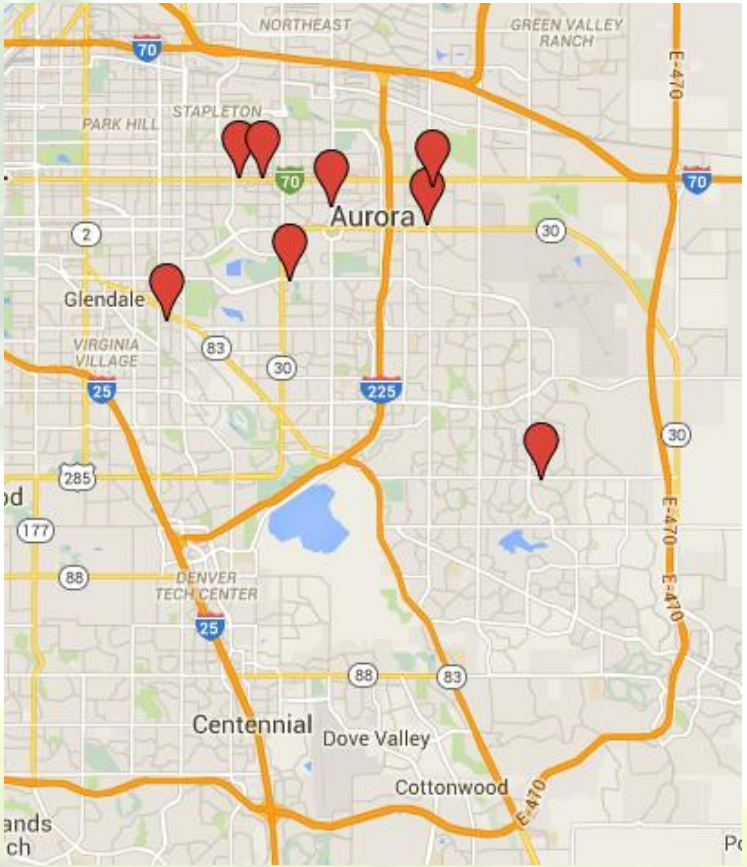
Source: Census ACS 2009-2013 5-year Estimate

THE PITON FOUNDATION
at Gary Community Investments

AURORA HEALTH ACCESS

www.garycommunity.org

Preliminary Enrollment Locations for OE 4



What we know

80010

Aurora Community Connection
- 9801 East Colfax, Suite 200, Aurora, CO 80010

Asian Pacific Development Center
- 1537 Alton St, Aurora, CO 80010

FACTS
- High Immigrant & Refugee Population
- Highest Number of uninsured that are available for a tax credit at 1,837
- Borders with 80012 and 80011

80011

Aurora Welcome Center
- 1085 Peoria St, Aurora, CO 80011

TriCounty
- 15400 E 14th Pl, Aurora, CO 80011

Aurora Mental Health Center
- 791 Chambers Rd, Aurora CO, 80011

FACTS
- High Immigrant & Refugee Population
- Third Highest Number of uninsured that are Available for a tax credit at 1,590
- Borders with 80012 and 80017

80224

Colorado African Organization
- 6795 E Tennessee Ave # 250, Denver, CO 80224

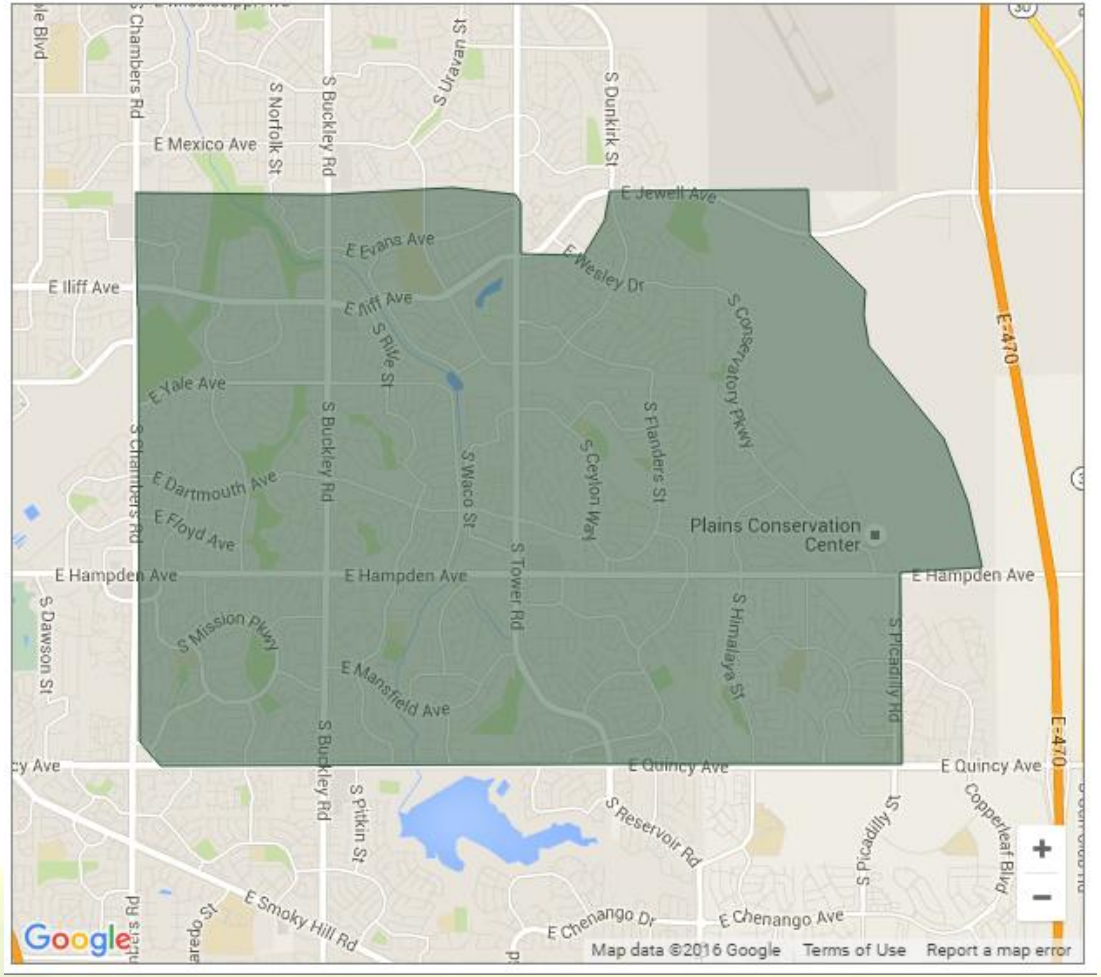
80013

NextCare

- 18890 E Hampden Ave, Aurora, CO 80013

FACTS

- Fourth highest number of uninsured that are Available for a tax credit at 1,398
- Borders with 80014 and 80015, 80017



Enrollment Locations and Possible Gaps

What's Covered
80010
80011
80013
80024 (Close to Immigrant & Refugee Populations)

High Level Area of Need for Co-Location
80012 & 80014

No Coverage in Area Codes
80016, 80017
(Based on uninsured APTC Eligible Numbers)

Enrollment Locations OE 4

Aurora Mental Health Center Walk in Crises Center
- 791 Chambers Rd, Aurora CO, 80010

Aurora Community Connection
- 9801 East Colfax, Suite 200, Aurora, CO 80010

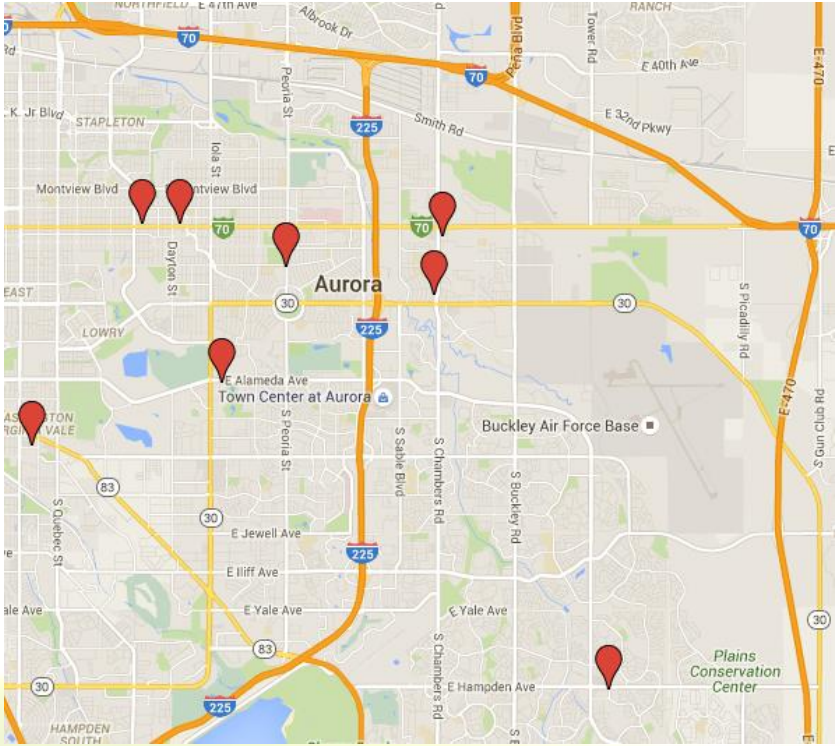
Asian Pacific Development Center
- 1537 Alton St, Aurora, CO 80010

Colorado African Organization
- 6795 E Tennessee Ave # 250, Denver, CO 80224
- NextCare
- 18890 E Hampden Ave, Aurora, CO 80013

Aurora Welcome Center
- 1085 Peoria St, Aurora, CO 80011

TriCounty
- 15400 E 14th Pl, Aurora, CO 80011

Aurora Enrollment Center
- 10782 E Alameda Ave, Aurora, CO 80012



Immigrant & Refugee

Immigrant & Refugee Where to Start

Aurora Health Access

Held a meeting with organizations that place a focus and or strong focus on the Aurora Immigrant & Refugee Populations. This meeting was the first of its kind and helped create a more cohesive group among those represented

Servicios de la Raza

Is an MA site and a partner of the ACAN network. Applications that need further assistance and or trouble shooting are sent to Servicios de la Raza CCARES program.

City of Aurora Cultural Affairs Office

A new City office was created in 2015 placing city government focus on the immigrant & refugee populations.

ACAN presented at several meetings and disseminated information

Staff

Sara Maru
Amharic and Arabic Languages

Colorado African Organization
Aurora Welcome Center

Setu Nepal
6 Languages
Nepali, Hindi, Assamese, Bengali, Dzongkha, Sharchhop

Asian Pacific Development Center
Korean, Chinese, Japanese, Vietnamese, Lao, Mandarin, Hmong, Cantonese, Pilipino, Thai, Burmese, Karen, Karenin, Kachin and 15 more

- Xavier Pineda (Nov 1 – Dec. 30)
- Moises Plazola (Jan 1)

Spanish/English

Aurora Mental Health Center

- Dr. Ivan Sosa, Coordinator
- Nohemi Burciaga
- Javier Garcia

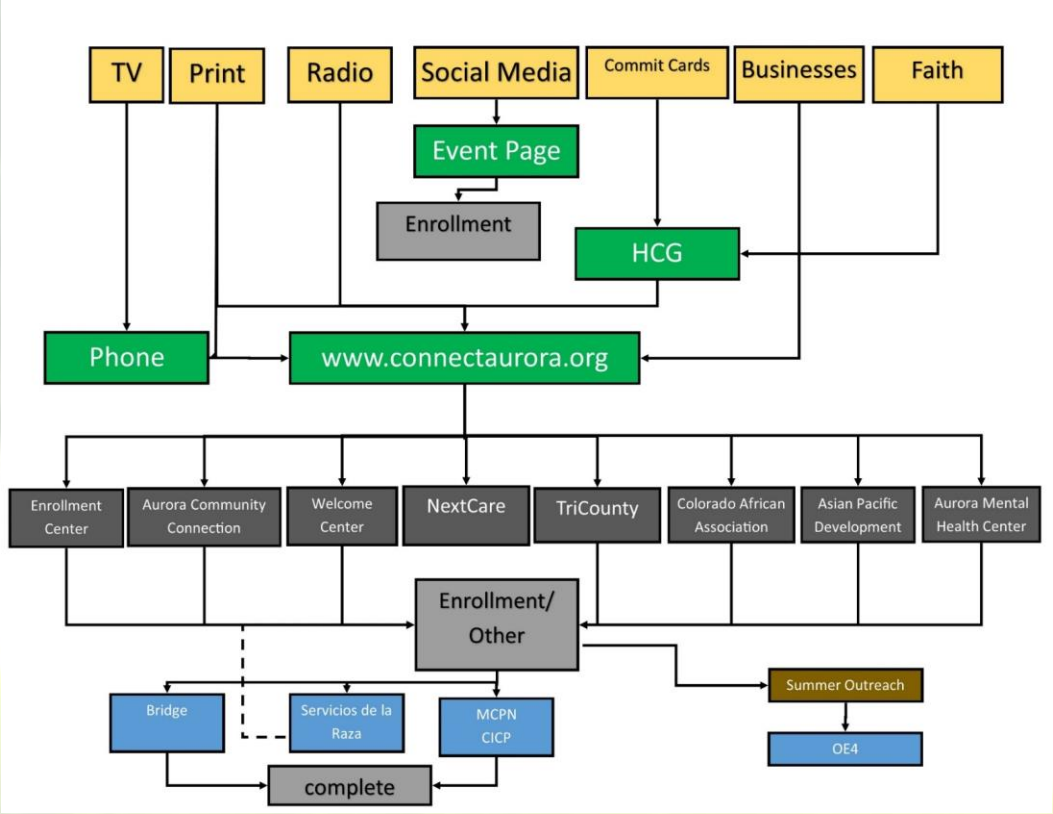
Spanish/English

Aurora Community Connection

Marketing

Marketing through Partnerships

Marketing Flow Chart



Marketing Materials

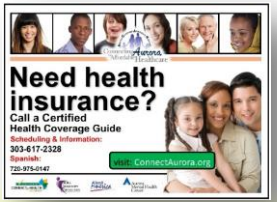
Banner Stands

11 X 17 Poster with tear-a-ways

Commit Cards

News paper ad

Post Cards



Enrollment Event

Enrollment Event Poster

Enrollment Event Marketing

- Enroll America did 6399 Robo-Calls to targeted Zip-Codes
- Connect for Health Colorado Purchased TV/Radio/Newspaper Ads
- Joint Marketing with Servicios de la Raza January 30th Event
  - Mass Radio Ads
  - TV Univision
  - 9 News on air phone calls
  - Social Media
    - Facebook

Enrollment Event Plan of Action

Schedule

7:45 AM ACAN Team Arrives

9:00 AM

Breakfast snacks provided

Health Coverage Guides & Brokers Arrive
check in with Ivan Sosa

Screenings, Vendors & Volunteers Arrive
Check in with Kevin Finder

10:00 AM

Doors open to clients

11:00 AM

Staff Lunch provided by AHA, Pizza

2:00 PM

Afternoon Snack Provided by AuMHC

3:00 PM

Take final clients and close front door

5:00 PM

All enrollments done and began clean up.

6:00 PM

Facility Closes, THANK YOU & Good Night

If you need to get ahold of Jesse Lopez
303-515-0961

Staff Key Responsibilities

1.) Ivan Sosa, Enrollment Rooms
2.) Kevin Finder, Volunteers & Booths
3.) Lida Galindo, CBMS
4.) Enroll America, Check in
5.) ACC Promentoras and MCPN CAC's Traffic control
6.) Gabriella Aguilar, Password reset

Health Coverage Guides

1. Javier Garcia, ACC (Spanish/English)
2. Nohemi Burciaga, ACC (Spanish/English)
3. Moises Plazola, ACAN (Spanish/English)
4. Sara Maru, ACAN, (Amharic, English)
5. Setu Nepal, ACAN (Several Languages)
6. Servicios de la Raza (Spanish/English)
7. Servicios de la Raza (Spanish/English)
8. Servicios de la Raza (Spanish/English)
9. Servicios de la Raza (Spanish/English)
10. Servicios de la Raza (Spanish/English)

Relief Staff

1. Eileen Hunt
2. Austin Green
3. Sara Coss
4. Heather Guard
5. Lisa Hestor

Brokers

1. Leveto Squalls
2. Peter Lee
3. Don Meyer
4. John Reeves
5. Marella

Informational Booths

1. Connect for Health Colorado, Gabriella
2. Arapahoe County Early Childhood Council
3. BHI, Victoria Garza, VGarza@bhiinc.org
4. MCPN
5. Centura Health, Ana Brown-Cohen
6. PASCO, damian.rosenberg@pascohh.com
7. NAMI
8. Colorado Crises Center
9. NextCare

Screenings

1. Aurora Mental Health Center
2. Tri County

Other

1. Jubilee Coffee

Materials Needed

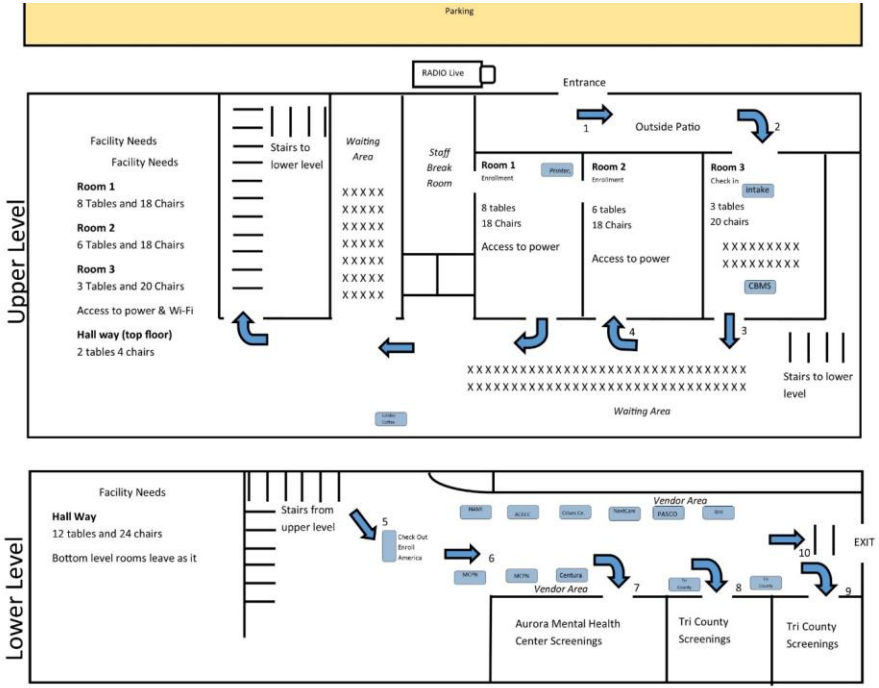
300 intake Forms
10 clip boards
5 Orange extension chords
5 power strips
Signs for all area
2 rolls of duct tape
Boxes of pens

Breakfast/Lunch/Snacks

Breakfast Snacks provided by providers (making the ask)
9:00 AM

Pizza provided by AHA
11:00 AM Staff Break Room

Snacks provided by AuMHC
3:00 PM Staff Break Room



Enrollment Event Outcomes

Event Outcomes

How did individuals and families hear about the event?

•TV: 31 (25%)
•Radio: 33 (27%)
•Internet: 15 (12%)
•Community/social service referrals: 19 (15%)
•Facebook: 11 (9%)
•Friend: 4 (3%)
•Flyer: 3 (2.5%)
•Calls: 3 (2.5%)
•Connect for Health: 3 (2.5%)

Appointments and Completed Appointments

Enrollment Event	Total number of Appointments by household	Total number completed appointments (some cases still showing as pending)
Saturday January 23, 2016	146	122

Contact

Jesse Lopez
Aurora Coverage Assistance Network Supervisor
Aurora Mental Health Center
Connect *for* Health Colorado Certified Assistant Site
in Partnership with the Arapahoe County Early Childhood Council
303-617-2328
www.connectaurora.org

Aurora Coverage Assistance Network
Connecting to Affordable Aurora Healthcare

Questions?