Connecting Kids to Coverage National Webinar:
Medicaid and CHIP Outreach and Enrollment Considerations in Immigrant Communities

July 17, 2014
Agenda

• Topic Overview
• Eligibility Rules: Enrolling eligible immigrants and individuals in mixed immigration status families
• Applying the Rules: Enrollment scenarios
• Spotlight on States: Illinois and Washington
• Q&A Sessions
• Connecting Kids to Coverage Campaign Resources
What Are Special Considerations in Immigrant Communities?

- Enrolling immigrant children or children in mixed immigration status in Medicaid and CHIP presents unique challenges. You can address some of these challenges through a better understanding of the following:
  - Eligibility rules
  - Enrollment procedures
  - Effective communication with families
Eligibility Rules for Non-Citizens for Medicaid and CHIP

• Sarah Lichtman Spector, Technical Director
  Division of Eligibility, Enrollment and Outreach
  Children and Adults Health Programs Group
  Centers for Medicaid and CHIP Services
Overview

Eligibility for Non-Citizens (PRWORA)

Lawfully Residing Option for Medicaid/CHIP

Eligibility for Medicaid, CHIP, and Marketplace/QHPs

Application and Enrollment Tips for Non-Citizens

Accessibility/Language Services
Eligibility for Non-Citizens in Medicaid and CHIP

Under Personal Responsibility and Work Opportunity Reconciliation Act (PRWORA):

• The following groups may be eligible for Medicaid and CHIP:
  – Qualified non-citizens who entered before 8/96
  – Qualified immigrants who reach end of 5-year waiting period (i.e. LPRs/green card holders)
  – Qualified immigrants exempt from 5-year waiting period (e.g., refugees, asylees, Cuban/Haitian entrants, trafficking victims, veteran families)

• There is no federal funding to cover undocumented immigrants, except for payment for limited emergency services
Who is a “Qualified Non-Citizen”?

- Specific list includes:
  - Lawful permanent residents (LPRs or green card holders)
  - Asylees and refugees
  - Cuban/Haitian entrants
  - Parolees for more than 1 year
  - Battered non-citizens, spouses and children
  - Victims of trafficking
  - Veterans and active military, and their spouses and children

- Note: Many of these groups are exempt from the 5-year waiting period
Option to Cover Lawfully Residing Children and Pregnant Women

• CHIPRA made available a state option to cover children and/or pregnant women who are:
  – Lawfully present, and otherwise eligible
  – Without a 5-year waiting period
  – Regardless of date of entry into the U.S.

• 29 states, DC and CNMI
“Lawfully Present” includes:

• Qualified non-citizen, regardless of a waiting period
• Humanitarian statuses or circumstances (Temporary Protected Status, Special Juvenile Status, asylum applicants, Convention Against Torture)
• Valid non-immigrant visa holder
• Legal status conferred by other laws (temporary resident status, LIFE Act, Family Unity individuals)
• Lawfully present in American Samoa and the Northern Mariana Islands
Seamless, Streamlined System of Eligibility and Enrollment

Submit single, streamlined application to the Exchange, Medicaid/CHIP

Eligibility is determined and verified

- Supported by the federally-managed data services hub
- Eligibility for:
  - Medicaid and CHIP
  - Enrollment in a QHP
  - Advance payments of the premium tax credit and cost-sharing reductions

Enroll in affordable coverage

- Online plan comparison tool available to inform QHP selection
- Advance payment of the premium tax credit is transferred to the QHP
- Enrollment in Medicaid/CHIP or QHP

• Online
• Phone
• Mail
• In Person
Minimizing Burden in Application Process

The state may only require an individual to provide the information necessary to make an eligibility determination.

Applications may ask a non-applicant for certain information necessary to determine eligibility for an applicant (i.e. income, tax filing status, relationship).
Application Process Cont.

• Request for SSN of a non-applicant is permitted if:
  – It is voluntary
  – It is used only to determine eligibility for applicant/beneficiary or for purpose directly connected to Medicaid program
  – Clear notice is provided to individual

• States should not ask for citizenship/immigration information from a non-applicant
Public Charge

• Applying for Medicaid or CHIP does not make someone a “public charge.”
  – It will not affect someone’s chances of becoming an LPR or U.S. citizen.
  – The one exception is for individuals receiving long-term care in an institution at government expense. These people may face barriers getting a green card.
Accessibility and Federal Funds for Language Services

• Information must be accessible to individuals who are limited English proficient and individuals with disabilities.
  - Entities receiving federal funds have a responsibility to provide these services and not to discriminate based on national origin for individuals who are limited English proficient under Title VI of Civil Rights Act of 1964
  - Based on disability under section 504 of the Rehabilitation Act of 1973

• Federal funds are available for oral interpretation and written translation to be provided to Medicaid and CHIP applicants and beneficiaries.
# Eligibility Options for Non-Citizens

<table>
<thead>
<tr>
<th>Program</th>
<th>Summary of Eligibility Rules</th>
</tr>
</thead>
</table>
| Medicaid/CHIP         | • Qualified non-citizens  
• Must apply the 5-year waiting period to certain non-citizens  
• State option to cover lawfully residing children and/or pregnant women (removes the 5-year waiting period)                                                                                                  |
| Marketplace/QHP       | • Must be **lawfully present** to purchase insurance in a Qualified Health Plan, or to be eligible for an Advance Payment for Premium Tax Credit (APTC) or Cost-Sharing Reduction (CSR)  
• Under 100% FPL of household income, may be eligible for APTC and CSRs, if lawfully present and ineligible for Medicaid due to immigration status |
Applying the Rules: Enrollment Scenarios

- Shelby Gonzales, Senior Policy Analyst
  Center on Budget and Policy Priorities

- Jenny Rejeske, Health Policy Analyst
  National Immigration Law Center
Scenario 1: Nadif, Fatima and Amina

- Nadif and Fatima are married.
- Amina is the daughter of Fatima and step-daughter of Nadif.
- Nadif became a naturalized citizen last year.
- Nadif submitted a visa petition for Fatima and Amina last year which was approved in February, and Fatima and Amina are applying to become lawful permanent residents.
- Nadif earns $18,553 a year.
- Nadif and Fatima file taxes jointly and claim Amina as a dependent.

Nadif, 27
Fatima, 27
Amina, 5
Eligibility Based only on General Citizenship / Immigration Status Rules

Fatima
- Applying for coverage: Yes
- Citizen: No
- Immigration status: Applying for lawful permanent residency; has approved visa petition

MAY BE ELIGIBLE FOR:
- Medicaid
- QHP Enrollment

Amina
- Applying for coverage: Yes
- Citizen: Yes
- Immigration status: Applying for lawful permanent residency; has approved visa petition

MAY BE ELIGIBLE FOR:
- Medicaid (depending on state)
- CHIP (depending on state)
- QHP Enrollment

Nadif
- Applying for coverage: Yes
- Citizen: Yes

MAY BE ELIGIBLE FOR:
- Medicaid
- QHP Enrollment
### Eligibility for Tax Credit and Medicaid in Michigan

<table>
<thead>
<tr>
<th>Medicaid/CHIP</th>
<th>Eligible?</th>
<th>HH</th>
<th>Income</th>
<th>FPL</th>
<th>Premium Tax Credits</th>
<th>Eligible?</th>
<th>HH</th>
<th>Income</th>
<th>FPL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatima</td>
<td>No</td>
<td>3</td>
<td>$18,553</td>
<td>95%</td>
<td>Yes</td>
<td>3</td>
<td>$18,553</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Amina</td>
<td>No</td>
<td>3</td>
<td>$18,553</td>
<td>95%</td>
<td>Yes</td>
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<td>$18,553</td>
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<td>Nadif</td>
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<td>3</td>
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<td></td>
</tr>
</tbody>
</table>

- **Fatima** and **Amina** are not eligible for Medicaid based on their immigration status.
- **Fatima** and **Amina** are eligible to enroll in Marketplace coverage because they are lawfully present. Although their income is below 100% FPL, they are eligible for premium tax credits because they are not eligible for Medicaid based on their immigration status.
- **Nadif** is eligible for Medicaid. He is a citizen and his income is below the 133% income limit.
Eligibility for Tax Credit and Medicaid in Virginia

<table>
<thead>
<tr>
<th></th>
<th>Medicaid/CHIP</th>
<th>Premium Tax Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible?</td>
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</tr>
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<td>3</td>
</tr>
<tr>
<td>Amina</td>
<td>No</td>
<td>3</td>
</tr>
<tr>
<td>Nadif</td>
<td>Yes</td>
<td>3</td>
</tr>
</tbody>
</table>

- **Fatima** is not eligible for Medicaid based on her immigration status.
- **Amina** is lawfully present and therefore eligible to enroll in Marketplace coverage. Although her income is below 100% FPL, she is eligible for premium tax credits because she is not eligible for Medicaid based on her immigration status.
Eligibility for Tax Credit and Medicaid in Virginia, continued

<table>
<thead>
<tr>
<th>Name</th>
<th>Medicaid/CHIP Eligible?</th>
<th>Household Income</th>
<th>FPL</th>
<th>Premium Tax Credits Eligible?</th>
<th>Household Income</th>
<th>FPL</th>
</tr>
</thead>
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- **Amina** is eligible for Medicaid because her income is below the 143% FPL Medicaid limit for children in Virginia and Virginia provides Medicaid and CHIP to lawfully present children.

- **Nadif** is not eligible for Medicaid because Virginia did not expand Medicaid and his income is above the 49% FPL limit for parents in Virginia.

- **Nadif** is a citizen and therefore eligible to enroll in Marketplace coverage. He is not eligible for premium tax credits or cost sharing subsidies because his income is below 100% FPL.
Important to Know: ID Verification is Required to Set Up an Account

Step 1
The person completing the application is asked to provide information

Step 2
Experian provides customized credit-related questions

Identity questions

Answer these questions so we can verify your identity.

1. You may have opened a mortgage loan in or around February 2005. Please select the lender to whom you currently make your mortgage payments. If you do not have a mortgage, select 'NONE OF THE ABOVE/DOES NOT APPLY'.
   - CHAMPION MORTGAGE
   - INDEPENDENCE ONE
   - LOAN AMERICA
   - CITIMORTGAGE INC
   - NONE OF THE ABOVE/DOES NOT APPLY

2. You may have opened an auto loan in or around March 2012. Please select the lender for this account. If you do not have such an auto loan, select 'NONE OF THE ABOVE/DOES NOT APPLY'.
   - TRANSAмерICA
   - NISSAN MOTOR ACCEPTANCE
   - MITSUBISHI MOTORS CRED OF AMERICA
   - GEC AUTO LEASE
   - NONE OF THE ABOVE/DOES NOT APPLY
Scenario 2:
Rashid, Miriam and Leila

- Rashid and Miriam are married and live with their daughter, Leila
- Rashid and Miriam:
  - Entered the US as refugees 4 years ago
  - Became Lawful Permanent Residents (LPR) last year
- Leila was born last month
  - No Social Security number yet, but applied for one
- Family income: $17,577
- Rashid and Miriam file taxes jointly and claim Leila as a dependent
- Everyone in the family is interested in getting health coverage
Eligibility Based Only on General Citizenship/Immigration Status Rules

**Rashid**
- Applying for coverage: Yes
- Citizen: No
- Immigration status: Refugee
- "Qualified" noncitizen: Yes
- Subject to 5 year bar: No
- Lawfully present: Yes

**MAY BE ELIGIBLE FOR:**
- Medicaid
- QHP Enrollment

**Miriam**
- Applying for coverage: Yes
- Citizen: Yes
- Immigration status: Refugee
- "Qualified" noncitizen: Yes
- Subject to 5 year bar: No
- Lawfully present: Yes

**MAY BE ELIGIBLE FOR:**
- Medicaid
- QHP Enrollment

**Leila**
- Applying for coverage: Yes
- Citizen: Yes

**MAY BE ELIGIBLE FOR:**
- Medicaid
- CHIP
- QHP Enrollment
Eligibility for Tax Credit and Medicaid in Oregon

<table>
<thead>
<tr>
<th>Name</th>
<th>Medicaid/CHIP</th>
<th>Premium Tax Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Eligible?</td>
<td>HH</td>
</tr>
<tr>
<td>Rashid</td>
<td>Yes</td>
<td>3</td>
</tr>
<tr>
<td>Miriam</td>
<td>Yes</td>
<td>3</td>
</tr>
<tr>
<td>Leila</td>
<td>Yes</td>
<td>3</td>
</tr>
</tbody>
</table>

- **Miriam** and **Rashid** are eligible for Medicaid. They are “qualified” immigrants and as refugees are not subject to the 5-year waiting period and their income is below the Medicaid income threshold of 133% FPL in Oregon.
- **Leila** is eligible for Medicaid. She is a citizen and her income is below the 185% income threshold for infants in Oregon.
Eligibility for Tax Credit and Medicaid in Virginia

<table>
<thead>
<tr>
<th>Name</th>
<th>Eligible?</th>
<th>HH</th>
<th>Income</th>
<th>FPL</th>
<th>Eligible?</th>
<th>HH</th>
<th>Income</th>
<th>FPL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rashid</td>
<td>No</td>
<td>3</td>
<td>$17,577</td>
<td>90%</td>
<td>No</td>
<td>3</td>
<td>$17,577</td>
<td>90%</td>
</tr>
<tr>
<td>Miriam</td>
<td>No</td>
<td>3</td>
<td>$17,577</td>
<td>90%</td>
<td>No</td>
<td>3</td>
<td>$17,577</td>
<td>90%</td>
</tr>
<tr>
<td>Leila</td>
<td>Yes</td>
<td>3</td>
<td>$17,577</td>
<td>90%</td>
<td>No</td>
<td>3</td>
<td>$17,577</td>
<td>90%</td>
</tr>
</tbody>
</table>

- **Miriam** and **Rashid** are not eligible for Medicaid. They meet the immigration status requirements but they are not eligible because their income is above the 49% FPL limit for parents in Virginia.
- **Miriam** and **Rashid** are eligible to purchase marketplace coverage because they are lawfully present. They are not eligible for PTC in the marketplace because their income is below 100% FPL (people with income below 100% FPL, can only get PTC if they are lawfully present but not eligible for Medicaid based on immigration status).
- **Leila** is eligible for Medicaid. She meets the citizenship requirement and her income is below the 143% FPL Medicaid.
Scenario 3: Nina, Tanya and Amelia

- Nina lives with her daughters, Tanya and Amelia
  - Nina is undocumented
  - Amelia has deferred action under the Deferred Action for Childhood Arrivals (DACA) program
  - Tanya is a US citizen
- Tanya is applying for coverage
- Nina files taxes using an ITIN and claims both children as dependents
- Nina earns $37,107 a year

Nina, 42
Tanya, 8
Amelia, 17
Eligibility Based only on General Citizenship / Immigration Status Rules

Nina

• Applying for coverage
  ➢ No

Amelia

• Applying for coverage
  ➢ No

Tanya

• Applying for coverage
  ➢ Yes
• Citizen
  ➢ Yes

MAY BE ELIGIBLE FOR:
✓ Medicaid
✓ CHIP
✓ QHP Enrollment
## Eligibility for Tax Credit and Medicaid

<table>
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<tr>
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<th>Premium Tax Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Eligible?</td>
<td>HH</td>
</tr>
<tr>
<td>Nina</td>
<td>N/A</td>
<td>--</td>
</tr>
<tr>
<td>Amelia</td>
<td>N/A</td>
<td>--</td>
</tr>
<tr>
<td>Tanya</td>
<td>Yes</td>
<td>3</td>
</tr>
</tbody>
</table>

- **Nina** and **Amelia** are not applying for coverage, they would not meet the immigration requirement for insurance affordability programs. *Note: they are not subject to the penalty for going without coverage*.

- **If Nina** or **Amelia** were to become pregnant, they may be eligible for CHIP coverage for pregnant women in some states (16 states and DC).

- **Tanya** is eligible for CHIP.
Important to Know: Some Individuals Have Concerns about Immigration Enforcement

Nina is undocumented and may worry that the government will find out that she is undocumented. She may also be worried about what information she may have to share about herself and if Medicaid or the Marketplace will report her to immigration authorities.

• **IT’S SAFE TO APPLY**
  
  – Medicaid and the ACA include strong protections for personally identifiable information; some privacy provisions were written to encourage participation of mixed-immigration status families.
  
  – Agencies can collect, use, and disclose only that information strictly necessary for enrollment in health coverage.
  
  – Information about applicants/household obtained for health insurance eligibility will *not* be used by ICE/DHS for immigration enforcement.

See resource materials— [ICE memo Oct’13 (Spanish)](https://www.ice.gov), [HHS FAQ](https://www.hhs.gov)
Income Verification

• When no SSN is provided, income cannot be verified through a match with SSA or IRS.
  – Consumers may have to mail or upload paper documentation showing income.

• Flexibility is needed to account for immigrants’ circumstances: pay stub may not be available.

• **NOTE:** ITINs should not be requested in the application process and will not be used to match with IRS data.
Concern About Privacy and Confidentiality

• The Marketplaces, Medicaid and CHIP agencies must require their employees and contractors to follow robust rules protecting privacy.

• Contractors include:
  – QHP issuers
  – Navigators
  – Certified application counselors
  – Agents
  – Brokers
Concern About Discrimination

- Discrimination based on race, ethnicity, and national origin, including language spoken, is prohibited by Title VI of the Civil Rights Act and ACA Section 1557.
- Title VI applies to all entities receiving federal financial assistance: consumer assisters, clinics, hospitals, insurers, Marketplace agencies, Medicaid and CHIP agencies, contractors, HMOs, and others.
- Applications, processes and procedures that have a chilling effect -- deterring eligible immigrants from applying -- may violate Title VI and Sec. 1557.
Resources

- Georgetown University’s Center for Children and Families (blog): The Administration’s New Welcome Mat for Immigrants: “It’s Safe to Apply”
- Immigrants and The Affordable Care Act (in English and Spanish): [http://nilc.org/immigrantshcr.html](http://nilc.org/immigrantshcr.html)
Downloadable Resources

- FAQ – The Affordable Care Act & Mixed-Status Families: [http://nilc.org/aca_mixedstatusfams.html](http://nilc.org/aca_mixedstatusfams.html)
Contact

• Jenny Rejeske, National Immigration Law Center rejeske@nilc.org

• Shelby Gonzales, Center on Budget and Policy Priorities gonzales@cbpp.org

For more information and resources, please visit:
www.healthreformbeyondthebasics.org
www.nilc.org
www.nilc.org
Questions & Answers
Spotlight on Illinois:
Strategies for Reaching and Enrolling Families in Immigrant Communities

• Stephani Becker, Senior Policy Specialist
  Sargent Shriver National Center on Poverty Law
Shriver Center’s Engagement with Enrollment Specialists

• HelpHub: Online technical assistance center with over 1,200 enrollment specialists in Illinois (Navigators, In Person Counselors (IPCs), CACs and others)
• Part of the University of Illinois at Chicago - led/Illinois Marketplace Training team
• Building Refugee & Immigrant Communities (Project with Limited English Proficient populations)
• In-person feedback sessions in Winter/Spring 2014 with over 700 enrollment specialists
Illinois is home to over 1.7 million immigrants

“An estimated **539,931** immigrants (30% of total uninsured population in Illinois) are **uninsured** and about **259,073** (48%) are eligible for coverage under the ACA.”

**Source:** Affordable Care Act Implementation in Illinois: Overcoming Barriers to Immigrant Health Care Access. Illinois Coalition on Immigrant & Refugee Rights. May 2013
# Medicaid Benefits Available in Illinois by Citizenship/Immigrant Status

<table>
<thead>
<tr>
<th>Program</th>
<th>Qualified Non-Citizen</th>
<th>Lawfully Present</th>
<th>Unauthorized Non-Citizen</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACA Adult Medical</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Care (parents/caretaker relatives)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AllKids (if a child is under 19 or pregnant woman)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Aid to the Aged Blind or Disabled (AABD)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Benefits for Workers with Disabilities (Medicaid Buy In)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emergency Medicaid (limited to life threatening care and would have qualified for Medicaid if citizenship status was met)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Best Practice: Trusted Messenger

- In Person Counselors (IPCs) chosen from communities with high uninsured rates and shared similar backgrounds with uninsured
- In Person Counselors speak over 30 languages
- Search function on Get Covered Illinois allowed you to find an IPC who spoke the most common languages in IL
Best Practice: Trusted Messenger

Bilingual Navigators/staff members present at all events to answer questions, go through the Get Covered Illinois screening tool and schedule follow-up appointments.

Bilingual call center/partner with language access resource center.

Partnering with organizations that already serve mixed status and immigrant families (e.g., churches/synagogues/mosques, schools, health departments, tax sites serving low income families, community centers, libraries).

Go over ABE - Illinois Medicaid Portal - in Spanish (where relevant).
Best Practice: Community Engagement

- Personal stories
- Respect
- Conversations
- Go to the families/meeting them where they felt comfortable:
  - Schools, health fairs, non-health related events, religious services, men’s soccer leagues, restaurants, supermarkets, libraries etc.
Best Practice: Know Your Clients

Tailor your communication channels to different populations:

• Social media
• Ethnic newspapers
• Word of mouth
• Simple questions:
• Did you know you might be eligible for Medicaid?
• Have you heard about the penalty if you are not covered?
• I have only couple slots left, would you like to make an appointment now?
Best Practice: Address Fears and Opportunities Up Front (& in Native Language)

Fears

- Explain that information provided by applicants won’t be used for immigration enforcement purposes: [http://www.ice.gov/doclib/ero-outreach/pdf/ice-aca-memo.pdf](http://www.ice.gov/doclib/ero-outreach/pdf/ice-aca-memo.pdf)

Opportunities

- Flyers: include fact that children and pregnant women can apply regardless of immigration status
- Explain that non-applicant can be undocumented and still apply for their child or eligible spouse.
- ICIRR Resource Guides “Navigating Healthcare Options as an Immigrant in Illinois” (Spanish, English, Arabic and Polish): [http://icirr.org/content/resources](http://icirr.org/content/resources)
Best Practice: Customer Relations/ Follow Up Matters

• Focus groups in Illinois found that only 44% of immigrants understand how insurance works
• Fact sheets must include follow up information:
  – What will happen once you have your medical card?
  – Preventive care
  – Medicaid managed care
  – Re-determinations
• Get Covered, Stay Covered
How Did We Do?

Over 380,000 Adults Enrolled in Medicaid since October 2013. IL expects additional 360,000 more are eligible.

177,240 uninsured children eligible for Medicaid/CHIP

No data yet on immigration status

More work to be done!

Sources: “Setting the Stage for Round 2 Nationally & in Illinois,” Illinois IPC Learning Institute, June 2014; Kaiser Family Foundation
Contact

• Stephani Becker, Senior Policy Specialist:
  – stephanibecker@povertylaw.org

• Sargent Shriver National Center on Poverty Law
  – Facebook: www.facebook.com/shrivercenter
  – Twitter: @shrivercenter
Spotlight on Washington: Strategies for Reaching and Enrolling Families in Immigrant Communities

- **Jesus Bervis**, Eligibility Manager, NeighborCare Health
- **Maya Berkowitz**, ACA Outreach Specialist, NeighborCare Health
Neighborcare Patient Demographics

- Patients at or below 100% of poverty: 71%
- Uninsured patients: 2013 - 44% / 2014 - 23%
- Patients under age 18: 28%
- Patients of ethnic/racial minority: 71%
Our Approach to Enrollment and Outreach

- In-clinic program serves patients and community members within our physical clinics.
- Community outreach program
- All Eligibility Specialists state certified as In-Person Assisters/ Navigators
Outreach Strategies

• Building organizational partners
  – Cross disciplinary partnerships and partnerships with organizations that serve specific immigrant communities including religious organizations

• Building relationships in immigrant communities
  – Building and maintaining trust

• Culturally appropriate messaging and marketing
Culturally Appropriate Messaging and Marketing

- Offer translated materials and targeted advertising in community publications
- Comprehensive community needs assessment
- Address population based concerns
- Never give a ‘no’
- Encourage word-of-mouth
- Offer targeted enrollment events
- Social media in immigrant communities
- Participating in discussions with our state-based exchange and developing our own language to better market and advertise year-round Medicaid enrollment
Success Since the Implementation of the Affordable Care Act

• Neighborcare enrolled over 13,000 people in the Affordable Care Act since October 1, 2013
• Neighborcare enrolled or renewed over 5,000 children (under the age of 18) in Medicaid/CHIP since October 1, 2013
• Worked with the state to develop a process for enrolling homeless youth and undocumented children online
• Participating in the development of new training and certification of Navigators to better serve all WA state residents
Contact

• Jesus Bervis, Eligibility Manager; and
  – JesusB@Neighborcare.org
  – 206-548-3019

• Maya Berkowitz, ACA Outreach Specialist
  – MayaB@Neighborcare.org
  – 206-548-3062
Connecting Kids to Coverage
Campaign Resources

- Customizable print materials
- PSAs
- Web videos
- Social media graphics and posts
- Web buttons and banners
- Radio Readers
- Template articles

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Back to School Outreach and Enrollment: Tactics and Resources for Success

Thursday, July 31st
3:00 – 4:15 p.m. EDT
Thanks!