



Outreach and Special Populations

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Agenda

- Knowledge
- Building Relationships
- Best Practices
- Stay Engaged
- Resources

Knowledge is Power

- Open enrollment dates and deadlines
- FPL Federal Poverty Level
- What is income and what is not?
- SEP (Special Enrollment Period) Qualifications
- Metal levels and coverage
 - Bronze 60% 40%
 - Silver 70% 30%
 - Gold 80% 20%
 - Platinum 90% 10%
- HMO's, PPO's and EPO's
- Maximum Out of Pocket Amount
- What coverage benefits are subject to a deductible and what benefits are not?
- Co-payments and Co-insurance
- Documents needed for Native Americans and Immigrant Families
- Difference between Medicare and Medicaid
- Websites
 - Families USA
 - Beyond the Basics
 - CMS Centers for Medicare and Medicaid
 - Medicaid Essentials NCDHHS

Building Relationships

- Building Relationships with who:
 - Community
 - Social and Faith-based Organizations
 - Medical Community
 - Local, County and State Agencies

Building Relationships:

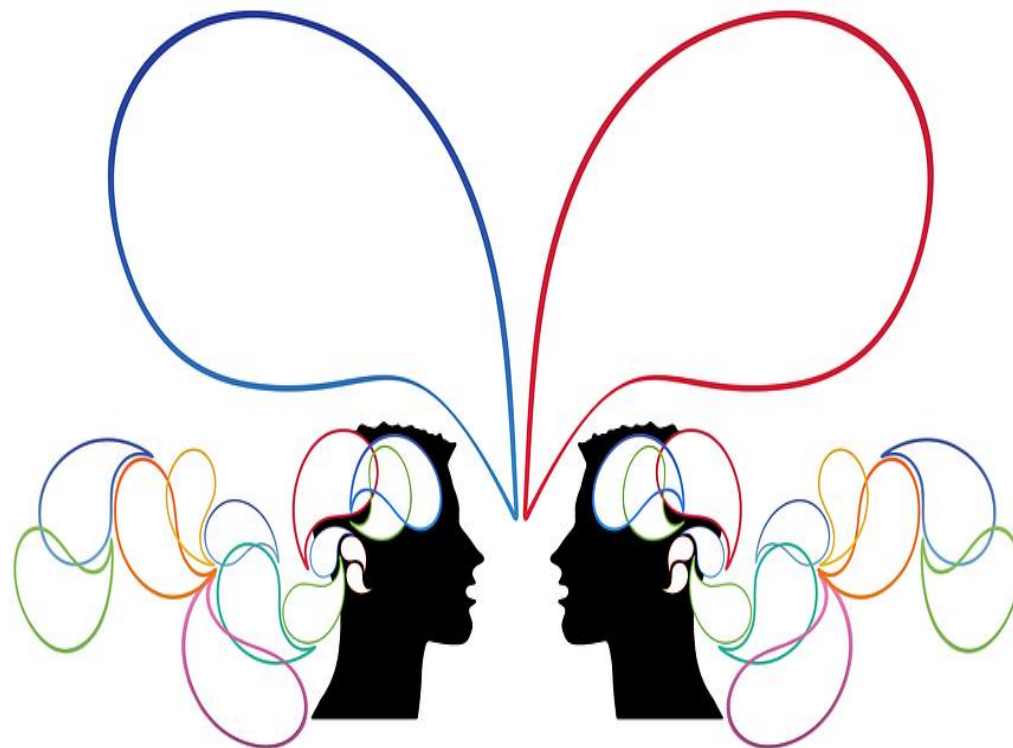
- Participate in outreach events
 - Town Festivals (i.e. Pirate Fest in Greenville or Chicken Mull Festival in Bear Grass.
 - Church, Health, Job and School Fairs
 - Social and Faith-based Organizations
 - Doctor Offices, Health Departments, Federally Qualified Healthcare Centers (FQHC), Free Clinics, and Senior Centers.
- ACA Presentation and Enrollments
 - Libraries
 - Town and City Halls
 - NC Works offices
 - Senior Centers
 - Churches
 - Malls
 - Friends and Family

Best Practices

- Speak clearly
- Listen Actively
- Explain the Healthcare.gov Application Process
- Start by seeing what the consumer qualifies for by using the Price and Plan feature on Healthcare.gov.
- Ask questions that will help the consumer chose a plan, i.e How often do you go to your primary care/specialist?
- Provide Healthcare literacy by explaining deductible, Out of Pockets, Co-payments HMO and PPO.
- Provide information regarding the plan chosen in writing
- Explain when insurance cards can be expected
- When and how to make payment to the Insurance plan.

Stay Engaged

- Keep the lines of communications open.
- Make sure that your consumer has a way of contacting you.
- Be a resource
- Send emails to remind consumer
 - Mid-year report life changes
 - October of upcoming Open Enrollment Period
 - End of year to make premium payment and to resolve data matching issues.
 - Mid January inform them of 1095A forms are available.



Resources

NC SHIIP Senior Health Insurance Program

- <https://www.ncdoi.gov/consumers/medicare-and-seniors-health-insurance-information-program-shiip>

NC Festivals and Fairs

<https://www.ncfestivals.com/>

Warn List (List of companies layoff employees)

<https://www.commerce.nc.gov/data-tools-reports/labor-market-data-tools/workforce-warn-reports>

Healthcare.gov Plans and Prices

<https://www.healthcare.gov/see-plans/#>

Families USA <https://familiesusa.org/>

Beyond the Basics

www.healthreformbeyondthebasics.org/

Center for Medicare and Medicaid Services

www.cms.gov/

NCDHHS www.ncdhhs.gov/

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