

# ACA Reference Guide

November 2014

## Facilitating Enrollment into Expanded Medicaid and Marketplace Plans

- **Important dates<sup>1</sup>**
  - Open Enrollment starts *November 15<sup>th</sup>, 2014* and ends *February 15<sup>th</sup>, 2015*.
- **Partnering with Community Health Centers on Outreach and Enrollment Activities:**<sup>2</sup> In July 2013, 1,159 health centers received funding from HRSA to help uninsured patients gain affordable health insurance coverage. This resource explains how programs can partner with health centers to promote the availability of the health center as an enrollment assistance site.

### Referring potentially eligible individuals to the Marketplace:

- **Finding Marketplace Staff Near You:** This resource could be helpful for grantees to connect and refer uninsured individuals to Marketplace staff in a particular jurisdiction or county within their state. CDC encourages all grantees to continue referring potentially eligible individuals to the Marketplace.

### Best Practices for Outreach and Enrollment:

- **Connecting Consumers to Coverage: Lessons Learned from Assisters for Successful Outreach and Enrollment:** Based on focus group findings with assisters in four cities—Miami, FL; Houston, TX; Raleigh, NC; and Cleveland, OH—this brief identifies key strategies that contributed to their success in facilitating enrollment, including how to build relationships with local stakeholders and communities and increase consumer education.
- **What Worked and What's Next? Strategies in Four States Leading ACA Enrollment Efforts:** Based on findings from Colorado, Connecticut, Kentucky, and Washington, this brief discusses lessons learned with regards to marketing, branding, outreach, and enrollment initiatives. Specific examples of successful initiatives in each of the four states are also discussed. The brief provides insights into how grantees can collaborate with assisters and brokers to increase marketplace enrollment.
- **Taking Stock and Taking Steps: A Report from the Field after the First Year of Marketplace Consumer Assistance under the ACA.** In June 2014, the Kaiser Family and the Robert Wood Johnson Foundations convened a national roundtable to discuss operational issues encountered by the National Network of Marketplace Assistants. This report summarizes findings from the roundtable and discusses the main challenges and operational issues that may remain during the second year of Marketplace consumer assistance. Innovative approaches to coordinating work with Marketplace assisters are also discussed.

---

<sup>1</sup> Please note that these dates are subject to change as the ACA is implemented.

<sup>2</sup> For more information, see: <http://bphc.hrsa.gov/outreachandenrollment/oefaqsl20413.pdf>.

Compiled and developed by Analía R. Stormo