

Maximizing Health Insurance Coverage in West Virginia

Workshop Objectives

- To conduct an in-person information sharing and listening workshop that brings together the different stakeholders regarding the health benefits marketplace (exchange).
- To learn about West Virginia's Health Benefits Marketplace, especially regarding access and use by consumers.
- To hear first-hand from groups and organizations plans for encouraging and assisting uninsured consumers in obtaining health insurance coverage.
- To collect strategies and ideas for ways to maximize health insurance enrolments across all age populations in West Virginia.
- To gather specific areas that need additional information or addressed by OIC regarding the development, implementation and communication of West Virginia's engagement in the health benefits marketplace.

Benefits & Challenges Development

A table discussion activity with the following questions:

- How to work together to develop ways to maximize health insurance enrollments in WV.
- To think about the challenges to achieve the benefits identified.

Benefits & Challenges Discussion Findings

Benefits

- Need for everyone to work collaboratively.
- Understanding what each group or agency has to offer.
- Sharing responsibility.
- Leverage best practices to share knowledge.
- Working together will reduce confusion for consumers.

Challenges

- Limited resources.
- Education and clarity to all
- Literacy Issues
- Negative attitude to “Obama Care.”
- Need leadership, from one group or agency to organize groups to work together.
- Agencies/individual working in silos.
- The unknown and fear of unknowns.
- Distrust of the “government.”

Table Discussions Questions

1. How can West Virginia best identify and seek younger aged citizens to participate in acquiring health insurance?

- Sports venues, Marshall and WVU
- High schools
- Barbers
- Social media
- DMV and voter registration locations

2. What are the best ways to bring awareness to those eligible to enroll in health insurance in our state?

- Churches
- Physicians, FQHC's and RX locations
- Media: PSA, Social, TV, Radio, Local media, "Valu-pac" coupons
- Wal-Mart
- Spokesperson

3. What are the most logical places (events, gatherings, established locations, etc.) to promote and/or actually enroll individuals into health insurance?

- Malls, shopping centers
- Hunting/fishing events (DNR)
- Fairs and Festivals
- WVU/Marshall tailgates
- Medical community
- Movie theaters pre show ads.
- DHHR locations

4. What organizations, not present today or already identified, who may play some part in maximizing the enrollment in health insurance by West Virginians?

- Elected officials
- Chamber of Commerce
- FRN's
- PTO's and other school groups
- Department of Education

Table Discussions Questions

5. How can non-government organizations best coordinate their specific outreach efforts with other like organizations that are doing similar outreach?

- Round table discussions
- Team up/idea exchange
- Stakeholder meetings
- Media public service announcements
- Have resources by county of all assistance available
- Online bulletin boards
- Electronic bulletin boards for posting of events

6. What areas (processes, strategies) do you think are not being addressed or need more attention to help maximize health insurance coverage in West Virginia in the next year?

- Education, continuing education after first year
- Social media/YouTube videos to promote the marketplace
- Affordability
- Statewide coordinating council
- Make it their idea that health care is good for them as parents. We do a good job enrolling kids. Now let's grab parents.
- WV standardized messaging that can be used by all partners
- Umbrella plan/enroll WV steering committee
- Standardized WV messaging

Task Statement We Should....

1. Advertising

- All partners create a Marketing Blitz-
 - Social Media
 - Deploy social media for outreach

2. Communication

- All groups work together to develop uniform message
- Talk about benefits not “Obama-Care”
- Speakers at career day and other events
- Must have a WV feel, not federal

3. Education

- Provide education and enrollment information
- Education to focus on the benefits of insurance
- Provide leadership and ongoing stakeholder meetings

4. Health Places to Enroll

- Hold health fair events
- Get the work out to medical community including county health departments
- Work with SS offices to provide information

Task Statement We Should....

5. Insurance/CHIP

- Link to Medicaid, CHIP, SNAP for education opportunities
- Seek assistance through SHIP, Medicaid, FQHC'S, Primary Care

6. Places to Enroll

- Engage other department to provide information and education materials, DOE, DMV and others
- Enroll individuals at fairs and festivals
- Presences at all local large events; college and high school football events, school carnivals
- Churches and development materials for bulletins
- Shopping centers and Wal-Mart
- Get the word out on all college campuses

7. Other Suggestions

- Understand individual budget constraints
- Same message from all groups
- Conduct a regional pilot to test enrollment and education

Next Steps...

1. OIC will continue to refer to, and build on, the notes and associated suggestions in detail in an effort to build on the insights and ideas provided by stakeholders.
2. The attendees of the planning workshop are requested to share the notes and other information with others. As part of this, those participants are asked to advance ideas and suggestions from the session that will be helpful to maximize health insurance coverage in West Virginia.
3. OIC will distribute the notes and the video recording of the event to those not present and others who may find the information helpful in their work.
4. Both OIC and all stakeholders continue to work on the topics covered in the Maximizing Health Insurance Coverage in WV.
5. The OIC plans on hosting a business assistance stakeholder meeting.
6. OIC is planning on bringing together consumer assistance work group in conjunction with several stakeholder groups. This work group will be charged with, but not limited to:
 - Developing inventory of organizations and entities that will have formal and informal role in consumer assistance;
 - Developing referral matrix for consumers and consumer assistance entities;
 - Developing strategies to coordinate stakeholder consumer assistance efforts;
 - Developing resource need plan so that stakeholder organizations are able to access materials necessary for consumer assistance;
 - Developing strategy for “community speakers program” to maximize outreach to local leaders;
 - Provide recommendations into community outreach strategies not yet envisioned;
 - Providing input to WVOIC for in person assistance program strategies.