

CONSUMER ASSISTANCE WORK GROUP CHARTER

**Scope/Purpose:**

WVOIC recognizes the value in assisting with coordination of efforts regarding maximizing the enrollment of non-insured West Virginians, of all ages and walks of life, in health insurance plans. There are a number of organizations, from private industry (insurance agents) to non-profit entities (community health, state agencies) ready and willing to assist consumers in becoming aware, understanding, selecting and enrolling in health insurance plans. Further, as part of the process, there will be individuals either as navigators or assisters who will be working in different capacities to assist consumers.

For a number of reasons, OIC believes it can be helpful by holding meetings that help coordinate and network all the various efforts in place regarding assisting consumers with health insurance enrollment. Part of this work would be facilitating a diverse group of individuals and organizations to develop strategies that help with enrollment. The Consumer Assistance Work Group, which will be a voluntary group, will meet on a regular basis. OIC's role will be to provide administrative support as to meetings, follow up notes and some material distribution. OIC will be an active participant in the meetings, but will have limited ability to carry out work that the group recommends be done. Specific activities as to what this group would do are listed below. This would be a working group with participants who directly assist or work with others to bring information to the meetings. The expectation is this group would have more engagement in the meetings based on activities each may be doing. The hope is that members of this work group will want to help and be involved.

**Group Membership:** Open to those who wish to support the purpose of the group and are willing to carry out some level of tasks.

**Date Established:** July 2013

**Meeting Frequency:** Twice a month

**Specific Roles & Responsibilities**

It was suggested that this Consumer Assistance Work Group would, in part, do the following:

1. Receive updates on IPA and navigator programs
2. Engage HHS and other state agencies who will touch the consumer in information sharing and other assistance
3. Develop inventory of organizations (state map) that shows the organizations throughout West Virginia who are or could be helpful in health insurance enrollment efforts
4. Reduce duplication and leverage resources aimed at the same outcomes (e.g., IPA vendor will be available, try and not duplicate efforts of the different organizations that will be out providing customer assistance)
5. Be a forum for developing strategies to help organizations, agents, others in enrolling individuals into health insurance plans
6. Develop common messages that can be used across the state
7. Identify strategies for coordinating other groups who may be a good source for providing information and raising awareness in different parts of the state
8. Bring IPA's, agents, application assisters, and others to share information and for the OIC to provide the groups with the official CMS marketing pieces (and maintain an inventory bank of what material is available)
9. Develop and maintain a referral list which can be given to organizations (local health departments, libraries, CAP, etc.)
10. Identify strategies for specific segments of the population (e.g., veterans, children, young adults)
11. Consider ongoing improvement of strategies that are in place – to make more effective, including any efforts at the state level
12. Identify and share information regarding strategies being done by others in WV and in other states
13. Determine how best to execute on ideas that are generated (who, when, how)
14. Provide ongoing summary of outcomes regarding progress on initiatives, enrollments, challenges, opportunities, etc.