

ANNE FILIPIC

President, Enroll America

Engaging the Patient, Engaging the Public





Engaging the Patient, Engaging the Public

Anne Filipic
President, Enroll America



Connecting Millions of Americans with Health Coverage

The 2013- 2014 Opportunity

Health Insurance Marketplaces Will Offer The Coverage Option Opportunities For All Americans

Health Coverage in 2014

- Health Insurance Marketplaces open October 1, 2013, allowing consumers to purchase and enroll in health insurance, with coverage beginning January 1, 2014
- Marketplace certify qualified health plans and provide an easy way to compare options
- Continuum of coverage: Low income Americans (<138% of Federal Poverty Level) qualify for Medicaid, Americans at 138-400% FPL qualify for the Marketplace with tax credits, and Americans above 400% FPL qualify for the Marketplace or private plans
- Average subsidy for each subsidized enrollee is \$5,510*

*Source: CBO, February 2013

**How to
Enroll**

**Marketplace Open
Oct 1 to Mar 31**

**Sign up on website
and select coverage**

**Coverage begins
Jan 1**

Enroll America's Mission: Maximize Coverage For Uninsured Americans

Enroll America will execute a national education and enrollment campaign

1. Educate and Engage

2. Mobilize to Enroll

3. Work with Partners to Ensure System works

Successful implementation of ACA requires all-out effort by government, not-for-profits, insurers, hospitals, community health centers, health providers, and others

How the ACA Affects the Diabetes Community

- Patients cannot be denied because of a pre-existing condition
- Free coverage of preventive care
- No lifetime limits on coverage
- Young adults can stay on their parents plans until age 26
- Limits the out-of-pocket drug costs for Seniors

Enrollment Will Be A Challenge To Overcome

Many of the uninsured still don't know about their options

November 2012

78%

of the uninsured don't know about the new health insurance options

August 2013

43%

of the uninsured don't know about the new health insurance marketplace options

Enroll America still has work to do, but the uninsured are hearing more and more about the new options available to them

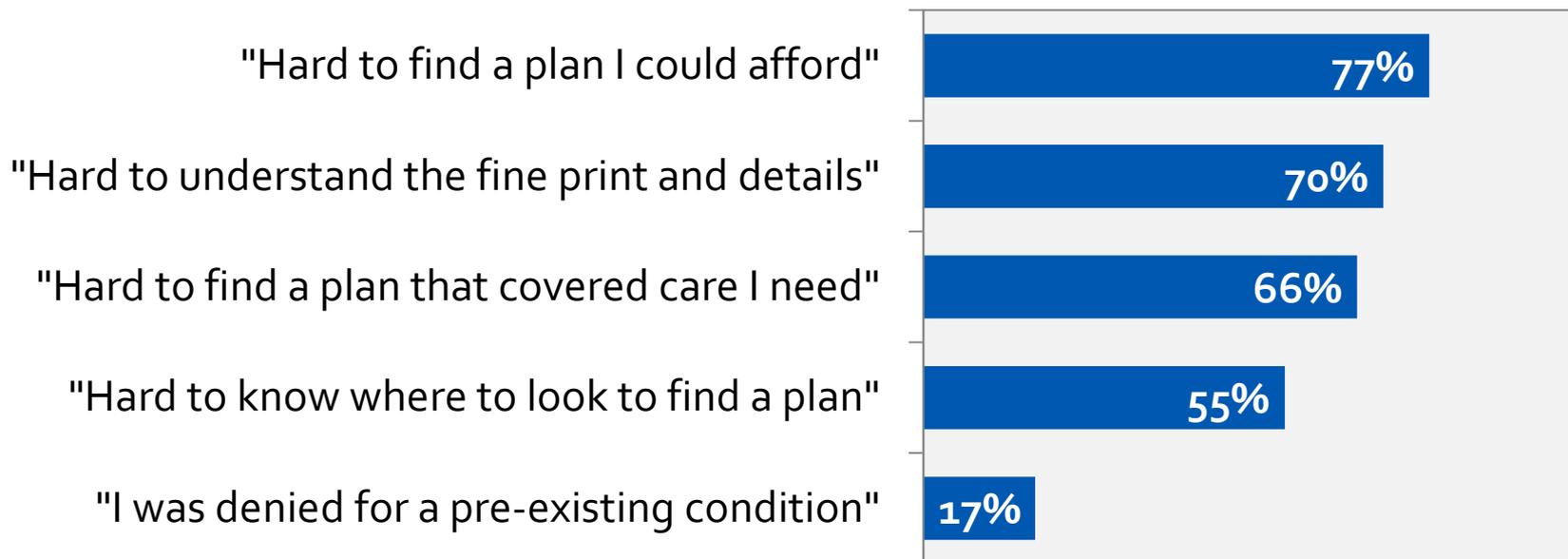
Lack of awareness provides opportunity for education with effective messaging

Source: Enroll America, November 2012

Source: Kaiser Family Foundation, August 2013

However, Many Have Had Negative Experiences Shopping For Coverage In The Past

44% have shopped for health insurance outside their job and majority of these individuals have had one or more difficulties



Source: Enroll America, November 2012

We Can Overcome These Challenges By Raising Awareness And Connecting With Values Of Health + Financial Security

Messaging will raise awareness by highlighting 4 key facts

1. All insurance plans will have to cover doctor's visits, hospitalizations, maternity care, emergency room care, and prescriptions
2. You might be able to get financial help to pay for a health insurance plan
3. If you have a pre-existing condition, insurance plans cannot deny you coverage
4. All insurance plans will have to show costs and what is covered in simple language

89% of respondents identified one of these as the most important fact to communicate

Source: Enroll America, November 2012

Campaign Driven By Guiding Principles

1

Data-driven and metrics-based

2

Grassroots-focused

3

Coalition-based

4

Committed to cutting-edge online organizing
and social media tactics and tools

5

Building a narrative of success

Get Covered America Campaign Will Target Key Audiences

Campaign will conduct outreach and messaging to specific groups

Core Audiences

Uninsured
Americans

Influencers

General
Public

www.enrollamerica.org

www.getcoveredamerica.org

More Information On:

- Best practices in outreach and enrollment
- Exchange branding research
- Public opinion polling
- Statewide marketing and outreach plans

