

Outreach and Enrollment Training

Leading the transformation of primary care to achieve health equity for all.

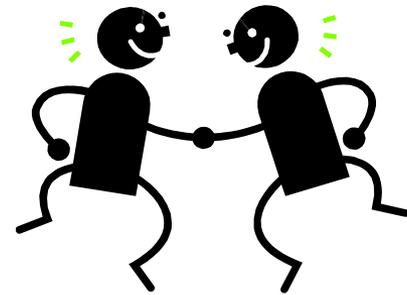
Agenda

- Welcome and Introductions
- Review of HRSA Outreach & Enrollment Grants
- Sharing of Best Practices and Barriers
- Introduction to Health Literacy
- Lunch & Voter Registration Presentation
- Patient-Centered Enrollment Practices and Learning to Incorporate Health Literacy
- Future Training Needs and Evaluations

Introductions

Who is in the Room?

- CHC Staff
- OPCA Staff
- How long have you been working at your organization?
- Stephanie Castano- Outreach and Enrollment Coordinator at OPCA - SCastano@orpca.org



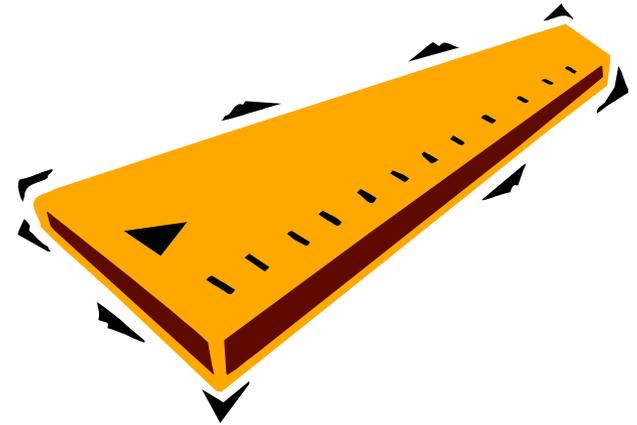
Meet, Greet and Discuss

Pair up with someone you don't know and discuss the following:

- What excites you about doing outreach and enrollment work?
- What do you hope will change as a result of Medicaid Expansion and the Health Insurance Exchange?

Confidence Ruler

On a scale of 1-10
1 = least confident
10 = most confident



How confident are you that you will be able to meet your enrollment goals?

HRSA Outreach & Enrollment Grants

- The purpose of the FY 2013 Health Center Outreach and Enrollment Assistance supplemental funding opportunity is **to support health centers in raising awareness of insurance options and providing eligibility and enrollment assistance to uninsured patients of health centers and residents in their approved service areas.**

HRSA Outreach & Enrollment Grants

Please write any specific issues or comments on your note cards.



Have you hired all new staff?

Do you have a work plan?



bphc.hrsa.gov/outreachandenrollment/

HRSA O&E Quarterly Progress Reports (QPRs)

- Most recent report was due on October 24
- Are you tracking:
 - ▣ Number of assists provided by a trained health center O/E assistance worker.
 - ▣ Number of applications submitted to the Marketplace with the assistance of a trained health center O/E assistance worker.
 - ▣ Estimated number of individuals enrolled with the assistance of a trained health center O/E assistance worker.

HRSA O&E Quarterly Progress Reports (QPRs)

- Track major outreach and enrollment issues/barriers you have encountered.
- Track key strategies and lessons learned that have contributed to the success of your outreach and enrollment efforts.
- OPCA Role:
 - ▣ QPR for all of Oregon
 - ▣ Targeted Technical Assistance to CHCs

Best Practices & Barriers

What is working well?

What could be working better?



Putting It All Together: Conversation Practice

Activity Instructions:

1. Divide yourselves into groups of three.
2. Pick one of the scenarios on the following slide.
3. Two of you role play the scenario while the third person evaluates your conversation.
4. Take turns role playing and evaluating the conversation.
5. Discuss the evaluation after each role play.
6. Share experiences with entire group.

Client Profiles

A young adult is in the waiting room with 20 minutes before his appointment. Front desk staff have identified him as having no insurance.

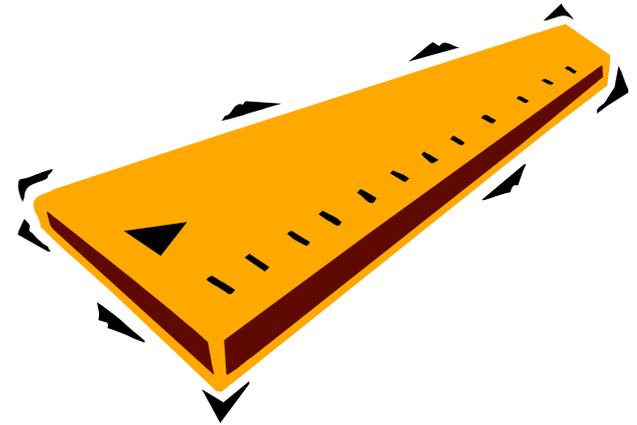
You have a scheduled appointment with a client who wants to enroll their entire family. Some family members may have mixed immigration status.

One of your providers has identified a client they just saw as not having insurance and has asked you to talk to them after the appointment.

You are at an outreach event and someone has come up to you asking how to sign up for health insurance.

Confidence Ruler

On a scale of 1-10
1 = least confident
10 = most confident



How confident are you that you will be able to meet your enrollment goals?

Training Needs

What kinds of training do you want over the next year?



Meeting Evaluation

What went well today?



What would you change next time?



Partner Up!

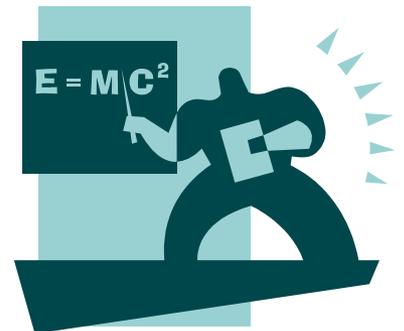
Patient-Centered Enrollment Practices



October 30, 2013

Favorite Teacher

- Think about a teacher that you had that you really liked.
- What did the teacher do that helped you to learn?
- How did you feel about your experience with the teacher and the subject?
- How well do you remember that experience?



Joining Together

Patient-centered care is about creating partnership between experts.

Making the patient the expert:

- Builds trust
- Improves confidence
- Supports autonomy
- Ultimately, the patient is truly the expert on their own experience and is the only one who can make appropriate and sustainable decisions about their lives.

Patient-Centered Information Exchange

- Ask-Tell-Ask
 - ▣ “What do you already know about your new health insurance options?”
 - ▣ “Is it ok if I share some information with you?”
 - ▣ “What do you make of this? What do you think?”

- Ask permission
 - ▣ I’d like to share some information about your health insurance options with you. Is that alright?

Patient-Centered Information Exchange

- Give permission to disregard
 - ▣ “I’d like to share some information about your health insurance options with you, but feel free to disregard if this doesn’t interest you.”
 - ▣ If the patient is not interested, ask permission to discuss further. “Would you be willing to talk a little bit about your concerns?”
- Emphasize autonomy
 - ▣ “You are the expert on your life and it’s up to you to figure out what to make of this information.”

Patient-Centered Information Exchange

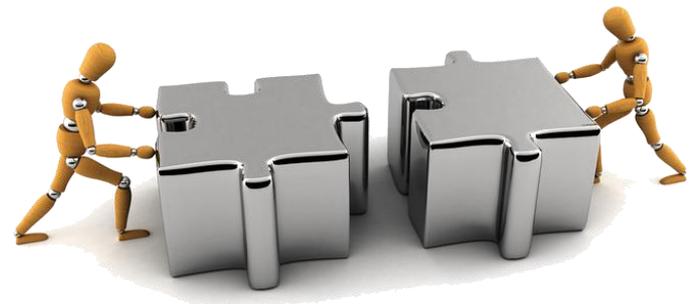
- Share one piece of information at a time
- Use plain language
- Use teach-back
 - ▣ “Sometimes I don’t explain things clearly and I want to be sure that I was clear today. Would you mind sharing with me what your understanding is of what we talked about today?”

Patient-Centered Information Exchange

- **Discussing sensitive topics**
 - Literacy
 - Financial status
 - Health concerns
 - Immigration status
- Remain neutral with the words and the tone that you use
- Avoid labels
 - Poverty
 - Literacy
 - What else?
- Ask only what you need to know and explain why you are asking
- Support autonomy

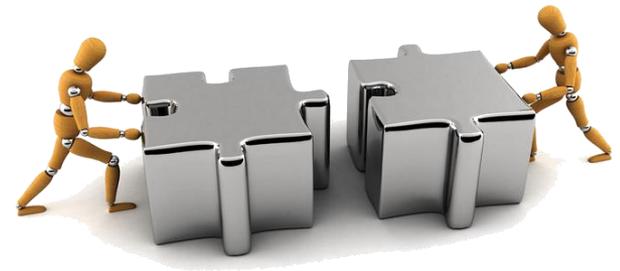
Putting it all Together

- **Opening Questions (Ask-Tell-Ask)**
 - ▣ Many people find it helpful to have a friend or family member help them fill out these kinds of forms, what is your preference about that?
 - ▣ What do you already know about your new health insurance options? What do you already know about OHP?



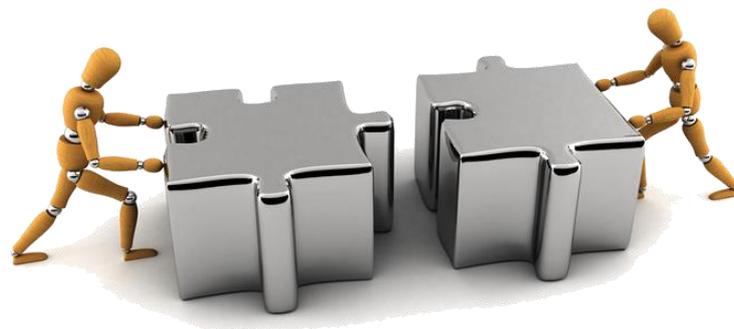
Putting it all Together

- **Information Exchange (Ask-Tell-Ask)**
 - ▣ Would it be ok if I share some additional information with you?
 - ▣ I would like to share some information with you, but you are always in the driver's seat and these are your decisions to make.
 - ▣ I'd like to explain a few things and then hear what you think, if that's ok.



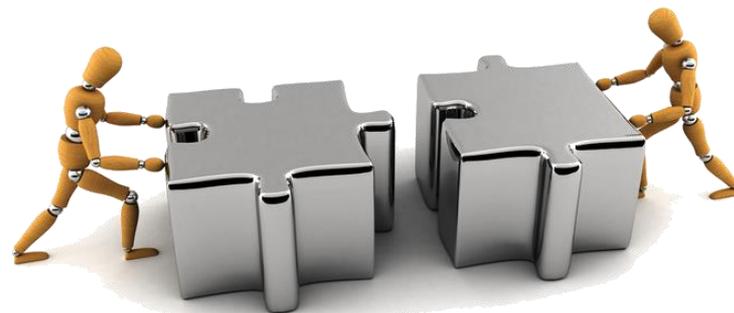
Putting it all Together

- **Patient Activation (Ask-Tell-Ask)**
 - What do you make of all this?
 - What questions do you have?
 - What do you think?
 - What else might you like to know?
 - What concerns do you have?



Putting it all Together

- Shared Understanding Check
 - ▣ “Sometimes I don’t explain things clearly and I want to be sure that I was clear today. Would you mind sharing with me what your understanding is of what we talked about?”
 - ▣ “I want to be sure that you have all the information that you need today. Would you mind telling me your main takeaways from this conversation?”



Moving Forward!

- What are your goals for your health now that you have health insurance?
- What are your priorities for your health in the next little while?
- What are you looking forward to for your health now that you have health insurance?
- How are you hoping your health will improve once you have insurance?