

READ THE COMPLETE REPORT

2014 – 2015
EVALUATION REPORT

Expanding Coverage Initiative

FORMED IN 2013 WITH A GOAL TO REDUCE THE PERCENTAGE OF UNINSURED MISSOURIANS UNDER AGE 65 TO LESS THAN 5 PERCENT

768,000
MISSOURIANS UNDER AGE 65 WERE UNINSURED IN 2013 (15.2%)



COVER MISSOURI

The Expanding Coverage Initiative convened the statewide Cover Missouri Coalition to provide resources, share learning, and create a collaborative network for the individuals and organizations across the state working to reduce the number of uninsured.

LEARN MORE

THREE KEY STRATEGIES:



AWARENESS

Creating awareness about the Missouri Health Insurance Marketplace and financial help



ENROLLMENT

Enrolling individuals, families, and small businesses in health insurance options available through the Marketplace and Missouri's Medicaid program



HEALTH INSURANCE LITERACY

Building health insurance literacy among consumers to help them understand how to get, pay for, and use their health insurance



AWARENESS

COVER MISSOURI AWARENESS CAMPAIGN

513

STORIES



PRINT



ONLINE



TV



RADIO

(Click each icon to view a different story)



GRANTEES

8,941

MASS MEDIA ACTIVITIES

including paid and earned radio, social media, and newspaper

4X

MORE MEDIA ACTIVITIES THAN THE FIRST OPEN ENROLLMENT PERIOD



ENROLLMENT

253,430

MISSOURIANS ENROLLED DURING THE SECOND OPEN ENROLLMENT PERIOD THAT ENDED ON FEBRUARY 15, 2015

66%

INCREASE OVER THE 152,335 THAT ENROLLED DURING THE FIRST OPEN ENROLLMENT PERIOD

9,180

GRANTEE COUNSELING SESSIONS

5,191

PEOPLE ENROLLED IN A HEALTH CARE PLAN

1,920

EDUCATION, AWARENESS, & ENROLLMENT EVENTS

67%

NEW MARKETPLACE ENROLLEES

2X

AS MANY PEOPLE WERE REACHED AT EVENTS COMPARED TO YEAR ONE



HEALTH INSURANCE LITERACY



HELPING CONSUMERS TO UNDERSTAND HOW TO GET, PAY FOR, AND USE THEIR HEALTH INSURANCE PLAN

10

CONSUMER-FOCUSED VIDEOS

3

POWERPOINT PRESENTATIONS

9

REGIONAL TRAINING WORKSHOPS developed for Cover Missouri Coalition members on topics such as teach-back, plain language to improve written materials, and health-literate social media messages

16

ONLINE E-LEARNINGS created to increase the capacity of assisters and health professionals/nurses to follow health insurance literacy standards when interacting with consumers

70

HEALTH INSURANCE EDUCATION WORKSHOPS

560+

INDIVIDUALS & SMALL BUSINESSES REACHED

OVERALL, A MAJORITY OF PARTICIPANTS REPORTED THAT THE WORKSHOPS WERE WORTH THEIR TIME AND THEY WOULD RECOMMEND THEM TO OTHERS.



COVER MISSOURI COALITION

800

COALITION MEMBERS:



HEALTH CARE PROVIDERS



COMMUNITY-BASED ORGANIZATIONS



BUSINESSES



AGENTS & BROKERS



INSURANCE COMPANIES



NATIONAL ORGANIZATIONS

5

IN-PERSON MEETINGS

5

WEBINARS

6

ASSISTER CONFERENCE CALLS to share best practices, tips, and challenges as well as receive important information about Expanding Coverage and Cover Missouri Coalition activities

7

LEARN ON! WEBINARS Topics included outreach planning/communication and how to best target specific populations

VAST MAJORITY OF MEMBERS REPORTED THAT THE COALITION HAS HELPED THEIR EFFORTS IN:

96%

ENROLLMENT

98%

OUTREACH

98%

EDUCATION

3/4

MEMBERS STATED THEY IDENTIFIED NEW PARTNERS OR WERE ABLE TO COLLABORATE WITH EXISTING PARTNERS AS A MEMBER OF THE COALITION



mffh.org

415 South 18th Street, Suite 400 St. Louis, MO 63103

P (800) 655-5560 F (314) 345-5599



READ THE COMPLETE REPORT

Missouri Foundation for Health is a resource for the region, working with communities and nonprofits to generate and accelerate positive changes in health. As a catalyst for change, the Foundation improves the health of Missourians through partnership, experience, knowledge, and funding.

Learn more about the Expanding Coverage Initiative [↗](#)

Learn more about the Cover Missouri Coalition [↗](#)