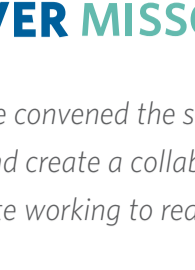


YEAR THREE UPDATE

# Expanding Coverage Initiative

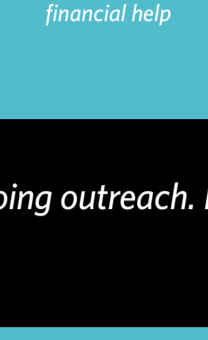
FORMED IN 2013 WITH A GOAL TO REDUCE THE PERCENTAGE OF UNINSURED MISSOURIANS UNDER AGE 65 TO LESS THAN 5 PERCENT



COVER MISSOURI

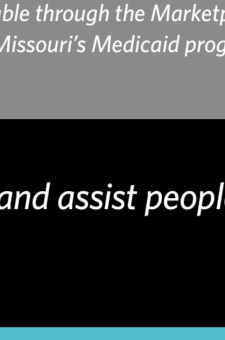
The Expanding Coverage initiative convened the statewide Cover Missouri Coalition to provide resources, share learning, and create a collaborative network for the individuals and organizations across the state working to reduce the number of uninsured.

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

*"I love doing outreach. I can counsel, educate and assist people in making an informed health care decision."*  
- Lena Green, Primaris

## AWARENESS



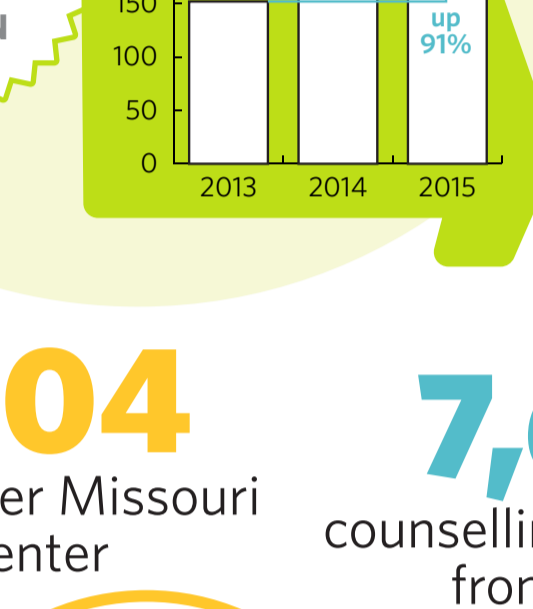
*"By educating our consumers, we play an important role in supporting their move towards getting, keeping and using health insurance. The work that we do helps to empower consumers to have a greater level of ownership for their own health destinies. This is why I love what I do."*  
- Joey Hayes, Missouri Bootheel Regional Consortium



## ENROLLMENT

290,201 enrolled during Open Enrollment 3

9TH IN THE NATION



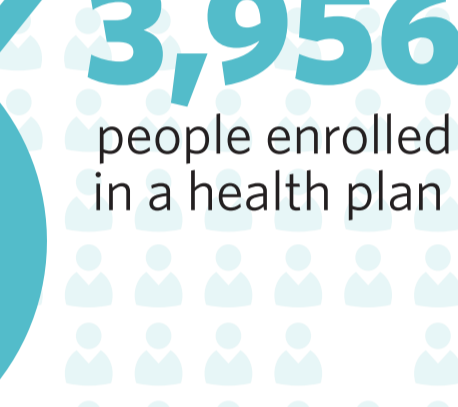
1,618 education, awareness, and enrollment events

1,404 calls to Cover Missouri call center



382 appointments scheduled with local assisters

7,695 counselling sessions from 18 grantee organizations



3,956 people enrolled in a health plan

*"My favorite part of the job is connecting consumers to coverage and what many of them say when they see how affordable their coverage can be...I know people I've helped who have used their health insurance to get coronary surgeries and hips replaced. Before the ACA, there's no way these individuals could have had these surgeries."*  
- Kevin Wehner, Central Missouri Community Action

## GOME

Grassroots Outreach to Maximize Enrollment

**DESCRIPTION:** The GOME program assisted efforts to increase enrollments in the Missouri Marketplace through outreach activities and referrals to assister organizations. Fifteen organizations served as GOME partners for the six-month grant period (Sept 2015 - Feb 2016).

**TARGET AUDIENCES:** Low-income individuals, African Americans, immigrants and refugees, Latinos, general adult population under age 65



483 events

3,541 media activities

20k+ referrals

*"A young woman in my office had worked hard, yet fell on hard times that made it difficult to get the health care she needed. But, fortunately, she enrolled in a marketplace plan and now she's on the road to getting the care she needs. I'm glad our team could be there to help her along the way."*  
- Heather Harlan, Phoenix Health Programs



## HEALTH INSURANCE LITERACY

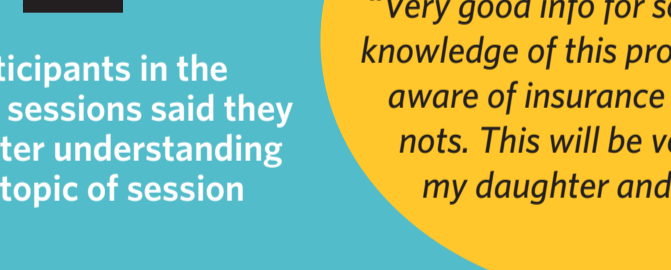
Series of 10 "Clayton & Candra Got You Covered" videos earned ClearMark Award of Distinction

CLAYTON & CANDRA GOT YOU COVERED!

**What Agents and Brokers are saying:**

*"The ACA is a highly complex law and there are so many different facets in which we are required to be experts yet things are constantly changing. We have to watch so many webinars and it's a constant learning curve in which we have to go search for the information and it's not always easy to understand... Which is why the Cover MO coalition is a great resource."*

Overall, CACs (Certified Application Counselors) reported a high level of confidence in their ability to teach consumers health insurance skills.



89% of participants in the eLearning sessions said they had a better understanding of the topic of session

**What Consumers are saying:**

*"Very good info for someone with no knowledge of this program- made me aware of insurance whys and why nots. This will be very helpful for my daughter and her family."*

*"I am passionate about my job because I know adjusting to life in the U.S. is stressful for all immigrants. By connecting them to coverage, I am able to help make this transition easier."*  
- Emily LaCour, International Institute of St. Louis



## COVER MISSOURI COALITION

924 COALITION MEMBERS:

- HEALTH CARE PROVIDERS
- COMMUNITY-BASED ORGANIZATIONS
- BUSINESSES
- AGENTS & BROKERS
- INSURANCE COMPANIES
- NATIONAL ORGANIZATIONS

*"My job inspires me because I know that I am part of the history of health care in this country. I know that the kid I am enrolling today on CHIP will become a healthy adult who will know how to choose, keep and use their health insurance plan in the future."*  
- Gustavo Valdez, Community Action Agency of St. Louis

89% of Cover MO members identified new partners or collaborated with existing partners at 12 months of Coalition membership.

8 in-person meetings and webinars

20 questions answered on average per month by Technical Assistants

4 assister calls held

6 learn-on webinars

The top two ways that the Coalition engaged members was through emails and monthly e-newsletters

Cover MO website received 72,000 unique page views during OE3, generating 15,000 website clicks and 790,000 impressions

91% of members believed membership in the Coalition increased their capacity to help enroll consumers at 12 months of Coalition membership.

*"During this last open enrollment I had a couple come in to see me and the husband had just been diagnosed with cancer. They were self-employed and had not had access to affordable insurance. We were able to help get them signed-up through the Marketplace with a great plan. They were so thankful and felt like now he had a fighting chance to survive."*  
- Tina Rasmussen, Access Family Care

The Cover Missouri Coalition promotes collaborations through peer networking, working groups, and community partners. Visit [covermissouri.org](http://covermissouri.org) to join us as a community partner.