**INTRODUCTION**

As of March 31, 2015, the Arizona insurance Marketplace participation rate was 26%, lower than the national average of 36%\(^1\). Having health insurance has been shown to improve general health and the social economy\(^2,3\). SHARE is a novel, interprofessional program that empowers students to connect individuals with health insurance. It aims to better equip future health professionals to answer Affordable Care Act (ACA) and Marketplace-related questions.

**IMPLEMENTATION**

1. Developed the SHARE pilot program under the Center for Rural Health (CRH).
2. Partnered with the Western Region Public Health Training Center (WRPHTC) and the Regional Center for Border Health, Inc. (RCBH) to facilitate the Certified Application Counselor training.
3. Recruited UA Tucson and Phoenix College of Medicine, Public Health, Nursing, and Pharmacy students.
4. Developed and administered a pre/posttest to measure knowledge gained and quality improvement feedback.
5. Administered Certified Application Counselor training to students, and acquired licensure.
6. Established relationships with Arizona enrollment coalitions and Enroll America.
7. Staffed health fairs, enrollment events and SHARE office hours in collaboration with the Pima ACA Enrollment Coalition.

**OUTCOMES**

- Only 3 out of 17 students passed the SHARE pretest assessing knowledge about the ACA and Marketplace, while most students passed the posttest.
- Students felt more comfortable with discussing the ACA and Marketplace with consumers and their personal and professional networks after the training.
- Students felt they were more likely to discuss the ACA and Marketplace with consumers and personal and professional networks after the training.

**FUTURE DIRECTION**

- Broaden reach by requiring SHARE participants to promote the program to their colleges.
- Enroll 75 Maricopa and Pima County consumers in the marketplace by the close of the next open enrollment period.
- Establish a strong presence in rural and tribal communities.

**REFERENCES:**


**ACKNOWLEDGEMENTS:**

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**SHARE**

“Having an understanding of the Marketplace, ACA resources, policies, and resources is crucial training to have moving forward as a prospective health practitioner/professional.”

– SHARE Participant

“I respect the aggressive approach of this program in that instead of waiting for people to come to us to learn about the ACA, we are going out in the community… [which] will greatly benefit families of lower socioeconomic status who either do not have time for ACA enrollment or are unaware of the numerous opportunities available through the Marketplace.”

–SHARE Participant