The Affordable Care Act & You

- Awareness & Outreach
- Enrollment Assistance
- The role of Community Health Workers
Navigating in the New World

Information & Education
Arizona’s Consumer Assistance Model

Privately funded, nonprofit stakeholder driven

Awareness | Community Outreach | Enrollment Assistance | Evaluation

Coordination, continuity, accurate resources
New Website

www.coveraz.org

Equipping organizations for action.

Your resource to help Arizonans connect to the Health Insurance Marketplace coverage they want.
Goals

1. Provide timely and accurate information for Arizona
2. Facilitate coordination of events and information
3. Help community groups prepare to inform and educate their “community”
4. Connect those who inform with those who can assist with enrollment

Equipping organizations for action.
Demographic & Geographic Workgroups

- Low Income Families with Kids
- Young Adults Ages 18-34
- Diversity Latinos and ethnic minorities
- Older Adults Ages 50-64
- People with Chronic Health Conditions

Community Health Centers
Hospitals
Behavioral Health Providers & Consumers
Other Providers
Small Businesses

Central Arizona
Southern Arizona
Western Arizona
Northern Arizona
Which Door?

Health Insurance Marketplace

[Image: A person standing at the entrance of multiple doors, implying a choice or decision to be made.]

[Logo: Health-E-Arizona, an online application for medical, food/nutrition, and cash assistance.]
HeA Plus and Marketplace

Begin on either track, rerouted if needed.
HeA and Marketplace

HeA Plus                  Marketplace

Overview of Health e Arizona Plus
&
Insurance Marketplace

I need insurance

Consumer can begin at either site

Health e-Arizona Plus

Create an Account & Answer Income and Basic Questions

Medical Eligible

Yes

Decide on SNAP & TANF

Complete Questions

Select Health Plan

No

Outside Databases for Citizenship, residency & income

Consumer is redirected & must create an Account; Information is swapped between systems

Insurance Marketplace

Create an Account & Answer Income and Basic Questions

Marketplace Eligible

Yes

Review Available Tax Credits & Plans

Decide on a Plan

Redirected to Issuer’s Website & Complete Sale

No

Payments arranged/made on Ins. Co. site
Who Will Help?

- Navigators
- Certified Application Counselors (CAC)
- Health-e-Arizona Plus
- Insurance Brokers
Navigators

- Arizona’s Navigator entities
  - XXXX
  - YYYY

- Federally funded

- Outreach, enrollment, coordination- AHCCCS & Marketplace

- High standards for conflict of interest and cultural and linguistic competence
Certified Application Counselors

- No specific funding, “anyone” can be trained by an organization
- Community groups can apply to certify their staff and volunteers
- Marketplace Enrollment focused
- Lower conflict and language standards
Health-e-Arizona Plus

- AHCCCS only
- Subscriber agreement or public version
- Will share info with Marketplace, but must complete AHCCCS on HeA & Insurance purchase through Marketplace
Brokers

- Represent multiple insurance companies
- Sell off and on the Marketplace
- Paid commission by insurance company
- Motivated to retain customers
- Sell group or individual coverage
Resources

**General ACA**

www.coveraz.org - Arizona information

https://www.healthcare.gov - Official Marketplace site


http://healthreform.kff.org - Subsidy calculator and more

http://www.enrollamerica.org - Information, best practices & more

**Arizona Medicaid Expansion**


http://www.restoringarizona.com

http://www.azgovernor.gov/Medicaid.asp
Community Health Workers
Questions

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