COMMUNITY HEALTH WORKERS AS HEALTH INSURANCE MARKETPLACE NAVIGATORS: LESSONS LEARNED AND PATHS FORWARD

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PRESENTER DISCLOSURES
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The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

The presenters have no relationships to disclose at this time.

MHP SALUD

MHP Salud implements Community Health Worker programs to empower underserved Latino communities and promotes the CHW model nationally as a culturally appropriate strategy to improve health.
BACKGROUND ON AFFORDABLE CARE ACT (ACA) MARKETPLACES

State-based, Federally-facilitated, and State partnership
Online, call center, in-person assisters
Distinct Roles of In-Person Assisters
- Navigators
- Non-Navigator Assistance Personnel
- Certified Application Counselors
- Agents and Brokers
Navigator Funding

MHP SALUD’S NAVIGATOR PROGRAM

COMMUNITY BACKGROUND

91% of residents are Hispanic or Latino.
Estimated 353,671 uninsured persons 2011.
219,057 of these uninsured individuals had family incomes at or below 138% federal poverty level (FPL)
116,746 had family incomes above 138% FPL, but no higher than 400%.
MHP SALUD’S NAVIGATORS

- Who they are
- Community Health Workers as Navigators
- Cultural Competence and CHWs as Navigators

CHALLENGES OF USING CHWS AS NAVIGATORS

- CMS and state-based training requirements - online, multiple choice test
- Need for bilingual Navigators
- Basic/comfort technology level
- Hourly workers/high demand for overtime during end of open enrollment
- High level of supervision/support required
- High turnover
- Misconceptions/understanding of Navigator role

OVERCOMING CHALLENGES

Incorporated popular education techniques in CMS training - including role plays, socio-dramas, etc.

Provided CMS training with interpretation to Spanish

Team based weekly meetings in addition to one-on-one supervision

Program Director or Coordinator present at larger enrollment events to assist Navigators with questions/issues

Language and technology assessment during hiring process
OVERCOMING CHALLENGES

Internal technology training
Overtime provided as a bank allowing the CHWs to determine how it was best utilized
Job reclassification to higher skill level CHW class, included pay raise
Team based supervision of CHW staff

COMMUNITY CHALLENGES

Medicaid coverage gap
Lack of knowledge about ACA/health insurance
Technology

PROGRAMMATIC CHALLENGES

Need greater than capacity
Political atmosphere
Additional state requirements
Call center support
Identity verification
Website
OUTREACH HIGHLIGHTS

- Reached 8,904 consumers in the Rio Grande Valley (RGV)
- Hosted or participated in 153 community outreach and education events
- Reached 6,555 individuals through social media

ENROLLMENT HIGHLIGHTS

Assisted with more than 1,140 enrollment applications through the Health Insurance Marketplace or paper application; at least 1,990 individuals and their families were represented in this process.

PARTNERSHIPS

Coalitions and workgroups
Community partners
- Publicize the availability of Navigator services
- Provide community-based spaces in which these services can occur
CHW ROLES POST ENROLLMENT

Assist during special enrollment periods (SEPs) and with Medicaid and CHIP eligibility applications through Healthcare.gov.

Work with consumers who qualify for SEPs.

Focus on outreach and educational efforts.

Prepared for next open enrollment period.

QUESTIONS

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