


**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



Map courtesy of Huffington Post, 2014

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 turn over
- 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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