Enhancing enrollment for consumers and assistors

Emphasized Outreach/ Enrollment Strategies

Minnesota Association of
COMMUNITY HEALTH CENTERS

Themes

- **Navigating support**
  - Website navigation
  - Support for navigators/IPA

- **Data collection + utilization**

- **Communication**

Navigating Support – website navigation

- Creating accounts **–**
  - **more guidance/ instruction** OR **Simplified process**

- **Simplified homepage**

- Ability to **navigate back to product options page**

- **Browser** instructions

- **Consistent formatting** between application pages

Navigating Support – navigators/ipa supports

- Enhanced training – **web application navigating**

- *MNsure **"playground"**

- **Community-wide O/E peer roundtable**

- Assistor **technical support**

* Also for consumers' use/ experience

Data – Collection + Utilization

- **Track case statuses**
  - "pending" applications

- **Disaggregated demographic data** on enrollment

Communication

- **Supplemental communication mechanisms** v. online dependence
- Regional Calls - **Communal Dialogues and feedback mechanisms**
- **Pre-enrollment period prep** –
  - allow navigators/ assistors/ consumers to prep for system/ policy changes in 2015
- **(Enhanced) Partnerships** –
  - DHS/ MNsure + Counties + Communities

Thank you!!

- Questions?