



Navigator Outreach and Enrollment Grant Program, FY 2017

Policy Statement as approved by board on February 17, 2016

Policy Statement

The goal of MNSure's Consumer Assistance Program is to ensure all Minnesotans are connected to affordable and comprehensive health insurance coverage. The Navigator Outreach and Enrollment Grant Program supports this goal by funding targeted outreach to uninsured populations and sustaining a robust statewide navigator network to provide assistance to Minnesotans who need additional help to complete enrollment.

MNSure's network of navigator organizations are well-positioned to use their enrollment expertise, existing relationships and experience supporting culturally diverse communities to help consumers who have trouble enrolling, or staying enrolled, in health insurance. Examples of barriers include, but are not limited to, low literacy, limited English proficiency, accessibility challenges related to living in rural areas, lack of access to employer sponsored insurance, unfamiliarity with technology, inability to access technology or unfamiliarity with having health insurance. There are also consumers that need additional assistance enrolling due to complicated life circumstances, like complex immigration status, unstable living situations, mental health concerns or other vulnerable populations.

Over the last three years, MNSure has been successful in using the grant program to build a network of navigators that demonstrate the following qualities:

- Staff skilled in assisting consumers enroll in coverage through MNSure, including staff with specialized skills to help enroll populations who require additional assistance
- Established relationships with populations that face barriers to enrollment or renewal and the linguistic and cultural competency to effectively serve culturally diverse communities
- Ability to maintain a year-round presence in their geographic area of service
- Experience using outreach techniques that have proven effective
- Commitment to partnering with MNSure on outreach and enrollment strategies

In state fiscal year 2017, approximately \$4 million in funds will be available to fund community-based outreach and enrollment efforts. MNSure proposes three areas of funding solicited through two separate Request for Proposals (RFPs) for the next grant cycle. Grant funding is in addition to per-enrollee payments navigator organizations receive for successful enrollments.

Fiscal Year 2017 Navigator Outreach and Enrollment Grants

Navigator Network Grants (one-year grants with option at MNSure's sole discretion, and subject to the grantee's willingness to continue, to extend an additional year, each up to \$500,000). Grants that support highly skilled navigator organizations working collaboratively with MNSure to reach the uninsured and enroll or renew Minnesotans in health insurance coverage. Grants focus on building statewide access to enrollment assistance and sustaining a network of navigator organizations working closely with MNSure on strategies to reach, enroll and renew consumers. These grants will:

- Sustain a network of skilled navigator staff able to assist consumers with all aspects of the application and enrollment process.

- Ensure year-round navigator assistance in the geographic region served by the grant.
- Support effective outreach targeted at uninsured and underinsured populations.
- Require a commitment to collaborate with MNSure on outreach and enrollment strategies, including Broker Enrollment Centers and the Preferred Assister Lead program.

Navigator Enrollment Grants (one-year grants with option at MNSure's sole discretion, and subject to the grantee's willingness to continue, to extend an additional year, each up to 2 FTE navigators). Grants that support navigator enrollment capacity within organizations that can demonstrate an ability to reach populations with high levels of uninsurance. Grants will fund navigator staff in organizations that are successfully connected to specific populations. These grants will:

- Leverage existing community connections and outreach capacity with navigator organizations.
- Fund embedded navigator staff able to assist consumers with all aspects of the application and enrollment process.

The expected timeline for the Navigator Network Grants and Enrollment Grants RFP is as follows:

- February – Draft policy statement released and presented to MNSure Board for consideration and approval
- Last week of February or first week of March – RFP issued
- First week of March – Grant applicant webinar
- First week of April – Grant proposals due
- Early July – Grant awards announced publicly, grant contracts begin

Fiscal Year 2017 Outreach and Education Grants

Outreach and Education Grants (one-year grants, each up to \$50,000). Grants that support outreach and education efforts to the remaining uninsured or underinsured. These grants will:

- Support specific outreach strategies for reaching populations of focus, with an emphasis on the Open Enrollment period.
- Support the development of consumer education and assister training materials for populations of focus.
- Connect consumers to enrollment assistance, but do not require grantees to have enrollment capacity themselves.

The tentative timeline for the Outreach and Education Grants RFP is as follows:

- February – Draft policy statement released and presented to MNSure Board for consideration and approval
- Late March – RFP issued
- June – Grant proposals due
- August – Grant awards announced publicly, grant contracts begin