



NATIONAL HCH COUNCIL CURRENT EDUCATION, OUTREACH & ENROLLMENT RESOURCES

June 2016

Focus: *Building awareness about new insurance options (primarily Medicaid) among people experiencing homelessness, educating about the importance of health coverage, conducting outreach to build relationships, providing promising strategies for outreach and enrollment, (re)enrolling into health plans, ensuring continuity of coverage, and engaging in services with an aim to improve health and increase stability*

[* Note: The resources cited on this page contain hyperlinks. If receiving in hard copy, please see our website at [http://www.nhchc.org/policy-advocacy/reform/nhchc-health-reform-materials/.](http://www.nhchc.org/policy-advocacy/reform/nhchc-health-reform-materials/)]

Council Webpage Dedicated to Outreach: Outreach guidelines, trainings, information related to mobile health outreach, *Healing Hands* clinical newsletters related to outreach, webinars, and additional resources

Enrollment Toolkit: A selection of policy materials from the National HCH Council, government agencies, and non-government organizations that providers, consumers and others will find helpful when implementing O&E activities.

KEY POLICY GOALS FOR ACA IMPLEMENTATION

- Securing Medicaid benefits in all states for those earning $\leq 138\%$ FPL
- Reaching vulnerable populations, enrolling them into coverage *and engaging them in services*
- Including Medicaid-focused information in education/outreach materials related to the ACA
- Ensuring Medicaid-eligible applicants receive effective assistance from Navigators and other assisters
- Limiting out-of-pocket costs for prescription drugs, outpatient services, ED visits, etc., which serve as a dis-incentive to enroll in Medicaid and engage in services
- Building MCO relationships and provider networks able/willing to serve high-needs, homeless individuals
- Ensuring comprehensive service packages (e.g., adding adult dental & vision, case management, etc.)
- Ensuring all states suspend, rather than terminate, Medicaid benefits for incarcerated and/or institutionalized populations (thus aiding enrollment, continuity of care and re-entry processes)
- Continuing to provide services to those remaining uninsured

Outreach trainings: National HCH Council regional trainings and conferences include workshops targeting frontline workers that review best practices, share lessons learned, and exchange strategies for engaging people who are homeless into both benefits and services. Trainings frequently include a focus on roles such as Community Health Workers and peer advocates, as well as enrollment assisters, clinicians and other workers. [Contact the Council](#) if you'd like more information about our training and technical assistance.

POLICY BRIEFS FOCUSED ON OUTREACH, ENROLLMENT AND MEDICAID

- [How has the ACA Medicaid Expansion Affected Providers Serving the Homeless Population: Analysis of Coverage, Revenues, and Costs](#) (collaboration with Kaiser Family Foundation) ([webinar](#))
- [Early Impacts of the Medicaid Expansion for the Homeless Population](#) (collaboration with Kaiser Family Foundation) ([webinar](#))
- [Living and Working in the Coverage Gap: Homeless Health Care in States that have Yet to Expand Medicaid](#) ([webinar](#))
- [Medicaid Expansion and HCH Projects: New Possibilities, Outstanding Opportunities](#) ([webinar](#))
- [Alternative Medicaid Expansion Plans: Key Elements for the HCH Community](#) ([webinar](#))
- [Medicaid Enrollment: Your Guide for Engaging People Experiencing Homelessness](#) (collaboration with the U.S. Interagency Council on Homelessness) ([webinar](#))
- [Medicaid Expansion: Chronically Homeless Adults Will Need Targeted Enrollment and Access to a Broad Range of Services](#) (Health Affairs)
- [Medicaid Enrollment and the ACA: Changes Coming to the HCH Community](#) ([webinar](#))
- [Consumer Involvement in Affordable Care Act Education and Outreach](#)
- [Medicaid Expansion and the Criminal Justice Population: Opportunities for the HCH Community](#) ([webinar](#))
- [Medicaid Expansion and the ACA: Issues for the HCH Community](#)
- [Medicaid Coverage and Care for the Homeless Population: Key Lessons to Consider for the 2014 Medicaid Expansion](#) (collaboration with Kaiser Family Foundation).

OTHER MATERIALS

- [Outreach & Enrollment Quick Guide: Promising Strategies for Engaging the Homeless Population](#)
- [Tip Sheet: Strategies for Building Client Engagement/Practical Advice from Frontline Homeless Service Providers](#)
- [HCH Frontline Worker FAQ for Non-expansion States](#) and [HCH Frontline Worker FAQ for Expansion States](#)
- [Enrollment Fact Sheet](#)
- [Consumer FAQ: “What Does Health Reform Mean for Me?”](#)
- [Enrollment Event Guide](#)

Consumer-focused Research on Outreach (July 2012): “*Within Reach: Perspectives of Hard to Reach Consumers Experiencing Homelessness—Findings from a Consumer Participation Outreach Survey*”: A 10-city survey of consumers that identifies experiences with and attitudes toward outreach workers, the factors that make for an effective/ineffective outreach worker, and the experiences with health insurance enrollment and benefits application process (what works and what doesn’t work). These findings should help tailor local outreach approaches to more vulnerable populations living on the street.

National Outreach Guidelines for Underserved Populations (2012): Developed through a collaboration of five national partner organizations: The Association of Community Health Centers (NACHC), the National Health Care for the Homeless Council (NHCHC), the Association of Asian Pacific Community Health Organizations (AAPCHO), Migrant Health Promotion (MHP) and the Health Outreach Partners (HOP). This is a framework containing strategies for outreach tailored to programs, communities, and client-focused services.

Medicaid Expansion flyer: A one-page information sheet aimed at raising awareness among those experiencing homelessness (in states that have chosen expansion). Please post or share this flyer in places where clients receive services.