



Get Covered! Campaign

A health insurance education and enrollment effort

Get Covered!

- **Target Audiences**

- Undergrad students without coverage
- Grad students without coverage
- Undergrads about to graduate
- Grad students about to graduate
- Parents of these students

- **Tactics**

- Develop a web tool (completed with student input)
- Conduct events to drive students to these websites (Los Angeles, CA; Las Cruces, NM; Dallas, TX; Chicago, IL; Nashville, TN; Raleigh, NC; Baltimore, MD)
- Send information about health coverage to parents through university partners (student health, student life, career centers)
- Conduct information fairs at key locations (student union, classes, career center)
- Present available health insurance options
- Provide enrollment follow-up with qualified and licensed professionals
- Track enrollment
- Evaluate what types of outreach are most effective

- **Objectives**

- Survey and assess the health insurance needs of participants
- Present available health insurance options
- Provide enrollment follow-up with qualified and licensed professionals
- Evaluate what types of outreach are most effective

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North Carolina State University

- **Impressions**
 - Announcement in student newspaper events calendar
 - Signage in student union area
 - Flyers at student health
- **Implementation – Booth Format**
 - 55 Completed Student Surveys
 - Best Buy Gift card raffle
 - Snacks available
 - Partnered with underwriter for Student Health Plan
- **Impact**
 - 9% = No Insurance
 - 20% = Uninsured Requesting Follow-up
 - Reasons For Not Having Insurance:
 - 25% Think it is too expensive;
 - 70% Not sure what is available;
 - 5% Haven't taken the time to apply
- **Survey Results of those with coverage**
 - 5% = Student Health Plan
 - 0% = Medicaid
 - 5% = Don't know coverage
 - 90% = on parents' plan

New Mexico State University

- **Impressions**
 - Ad in the student newspaper
 - 500 Flyers Distributed to Graduate Student Housing
 - 25 Posters
 - Email from student health
- **Implementation – Health Fair Format**
 - 177 Completed Student Surveys
 - 6 Community Partners Participated
 - Snacks Available
 - 5 Door Prizes including Nano iPod Grand Prize
- **Impact**
 - 23% = No Insurance
 - 20% = Uninsured Requesting Follow-up
 - Reasons For Not Having Insurance
 - 67% Think it is too expensive;
 - 24% Not sure what is available;
 - 6% Haven't taken the time to apply
- **Survey Results of those with coverage**
 - 5% = Student Health Plan
 - 11% = Medicaid
 - 24% = Don't know coverage
 - 60% = on parents' plan



YOU'RE YOUNG. YOU'RE HEALTHY.

You may think you don't need health insurance. What are the chances you need it? But life is full of risks (and your friends are full of germs). Don't take chances—with your health or your financial future.

Financial future? Yep. An emergency appendectomy, for a person without health insurance, can cost around \$15,000. So, your appendix bursts, you have no insurance, and the next thing you know, you're declaring personal bankruptcy.

BE SMART. "IT CAN'T HAPPEN TO ME" IS NOT A SOUND LIFE PHILOSOPHY.

