

Health Access America Pilot Experience



Overview



Utilizing the combined resources of campaign members and the HLC-managed infrastructure, Health Access America will increase public awareness about the value of insurance and opportunities for coverage through:

- **Grassroots Community Outreach and Enrollment**
- Earned Media
- Research and Polling
- Advocacy and Education



Key Demographics



	Raleigh, North Carolina (City Statistics)	Las Cruces, New Mexico (Town Statistics)
Population	627,846	86,608
Total Uninsured / %	103,612 / 16%	22,518 / 26%
Uninsured Children	21,767	6,523
Poverty Rate	7.8%	24.5%
% White	72.4%	64.7%
% African-American	19.7%	2.3%
% Hispanic	5.4%	31.5%
Congressional Districts	Rep. Brad Miller (D-13) Rep. David Price (D-04) Rep. Bob Etheridge (D-02) Sen. Elizabeth Dole (R) Sen. Richard Burr (R)	Rep. Steve Pearce (R-02) Sen. Pete Domenici (R) Sen. Jeff Bingaman (D)

Strategy



▪ Target Audiences

- Children
- Young Adults
- Small Business
- Hispanics



▪ Tactics

- Identify partner organizations
- Engage partner organizations
- Identify uninsured population in pilot site areas
- Survey and assess the health insurance needs of participants
- Present available health insurance options
- Provide enrollment follow-up with qualified professionals
- Evaluate what types of outreach are most effective

Events



■ Key Events

- Children's "Health Haunt" Events
- "Risky Business" Seminars
- Hispanic Small Business Seminars
- Faith-based Events
- "Get Covered" College Events



Partnerships



- **Community Partners**
 - Key Political Leaders
 - Hospitals and Health Systems
 - Social Service Organizations
 - Small Business Groups (Chambers, SBDCs)
 - Underwriters
 - Colleges

- **Recruitment**
 - Partner luncheons
 - Group sessions
 - One-on-one meetings
 - Mailings and other communication

- **Partners**
 - 42 in New Mexico
 - 32 in North Carolina

HAA NM Partners



Covering Kids
Healthy Communities
Community Action Agency of Las Cruces
Community Action Agency of Southern New Mexico
Small Business Development Center
Hispano Chamber of Commerce
Dona Ana County Head Start
North Compass Group
New Mexico Blue Cross Blue Shield
Molina Healthcare
NewMexikids
DeLong Insurance
Insure New Mexico
State Coverage Insurance Program
New Mexico Small Employer Insurance Program
New Mexico Health Insurance Alliance
Presbyterian Health System
Lovelace Community Health Plan
Senator Jeff Bingaman's Office
Representative Steve Pearce's Office
City Councilman Gil Jones

Ben Archer Health Center
Dona Ana Branch Community College
Dona Ana County Health Department
Community Resource Center
Junior League
New Mexico State University - Graduate Student Association
Las Cruces Chamber of Commerce - Jim Berry
Dona Ana County Health and Human Services
First Step Chapter
La Clinica de Familia Health Center
Memorial Medicare Center
Mountain View Regional Medical Center
New Mexico Department of Health
St. Luke's Health Center
Diocese of Las Cruces
Families and Youth, Inc.
Social Workers of Southern New Mexico
State of New Mexico Division of Vocational Rehabilitation
New Mexico Department of Labor Employment Security Division
HELP New Mexico, Inc.

HAA NC Partners



**Rex Hospital
Wake Med Health System
Duke Health Raleigh Hospital
Wake Human Services
North Carolina State University
Wake Technical Community College
Shaw University
St. Augustine's College
North Carolina Association of Health Underwriters
Triangle Association of Health Underwriters
Blue Cross Blue Shield of North Carolina
Johnston County Department of Social Services
Triangle YMCA
Triangle United Way
Johnston County Area Ministries**

**SCORE
North Carolina Health Choice for Children
State Representative Linda Coleman's Office
State Representative Hugh Holliman's Office
County Commissioner Harold Webb's Office
GlaxoSmithKline
Pfizer, Inc.
Hill, Chesson & Woody
Diversified Planning
Alliance for Affordable Services
Clayton Insurance Agency
Cooper Insurance Agency
Johnston United Way
League of Ministries—Triangle Chapter
County Commissioner Lindy Brown
State Senator Vernon Malone
North Carolina General Baptist**

Results

(as of 1/15/07)



	North Carolina	New Mexico
Budget	\$40,000	\$45,000
# Uninsured	103,612	22,518
# Attending Events	300	700
# Enrolled	60 (20% of attendees)	178 (25% of attendees)
Public Program Enrollment	60%	24%
Private Coverage	40%	76%
Partners	32	42
Events (over 6 week period)	20	25
Media Hits	14	14
TOTAL ENROLLED	238/1000	45 events

Lessons Learned



- Establish legitimacy early
- Build on existing events
- Prizes and giveaways with surveys key to capturing data
- Simple, accurate, target-specific materials a must
- Partners = enrollment and data
- Requires one-on-one interaction, like Medicare
- Media very interested
- Understand the environment
- Partner recruitment, relationship building essential
- Partner promotion most effective
- Help attendees be prepared
- Insurance agents need to see business opportunity

Next Steps



- Cleveland, OH
- Memphis, TN
- Columbia, SC
- Baton Rouge, LA
- Corpus Christi, TX
- Saginaw, MI
- Las Vegas, NV
- Baltimore, MD
- Raleigh, NC
- Nashville, TN
- Dallas, TX
- Chicago, IL
- Las Cruces, NM
- Los Angeles, CA

HEALTHCARE LEADERSHIP COUNCIL

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.

OK, I'M CONVINCED **WELL... MAYBE.**

HELP ME FIND A PLAN THAT'S RIGHT FOR ME. >>> **TELL ME MORE >>>**

The advertisement is a vertical rectangular graphic with a blue background. It features a stylized illustration of a young man in a blue shirt and dark pants, standing with one leg raised. The text is in white and yellow. At the bottom, there are two small panels: the left one shows a man with a checkmark and the text "OK, I'M CONVINCED" and "HELP ME FIND A PLAN THAT'S RIGHT FOR ME. >>>"; the right one shows a woman with a question mark and the text "WELL... MAYBE." and "TELL ME MORE >>>".