



# How to Assess the Effectiveness of ACA Outreach & Education Efforts

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Kien Lee  
Vice President  
& Principal  
Associate,  
Community  
Science



Oscar  
Espinosa  
Senior  
Associate,  
Community  
Science

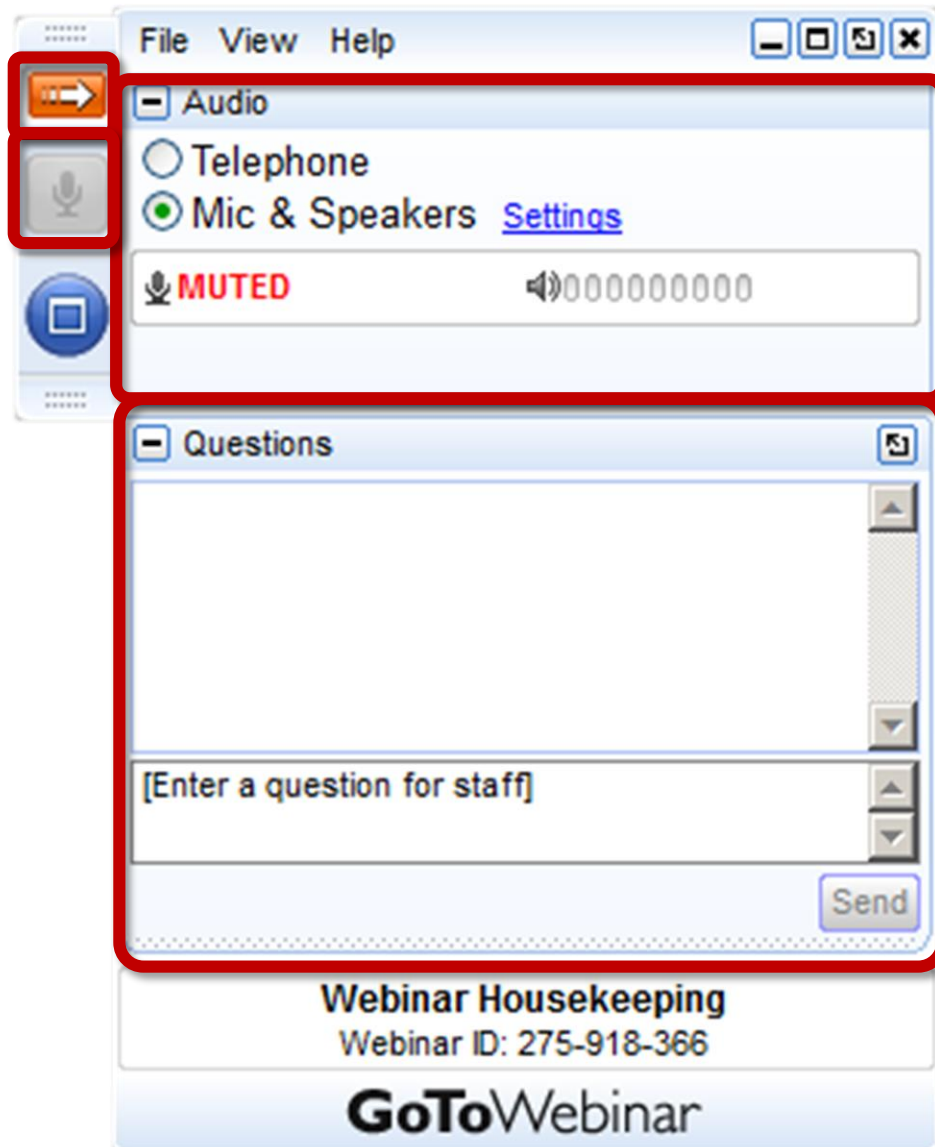


# TODAY'S AGENDA

1. **Overview and Context**
2. **Methods** to assess the effectiveness of ACA outreach and education efforts;
3. **Results** of outreach efforts in terms of reach, knowledge gain, and intent to act;
4. **Lessons Learned** for overcoming barriers to enrollment, designing effective outreach strategies in future enrollment periods; and, evaluating the impact of ACA outreach.
5. **Question & Answer Session**



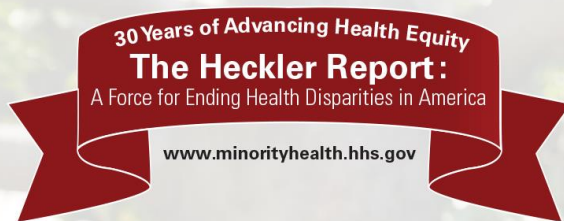
# WEBINAR LOGISTICS



- Use the arrow to open and hide your control panel
- Note that you are all automatically muted and in listen only mode
- Join audio by:
  - Choosing “Mic & Speakers” to use VoIP
  - Choosing “Telephone” and dial in using the information provided
- Use the “**Questions**” panel to:
  - Troubleshoot tech problems, or email: [mpaek@communityscience.com](mailto:mpaek@communityscience.com)
  - **Submit questions and comments via the “Questions” panel for Q&A session at the end!**

# Good health for today and tomorrow.

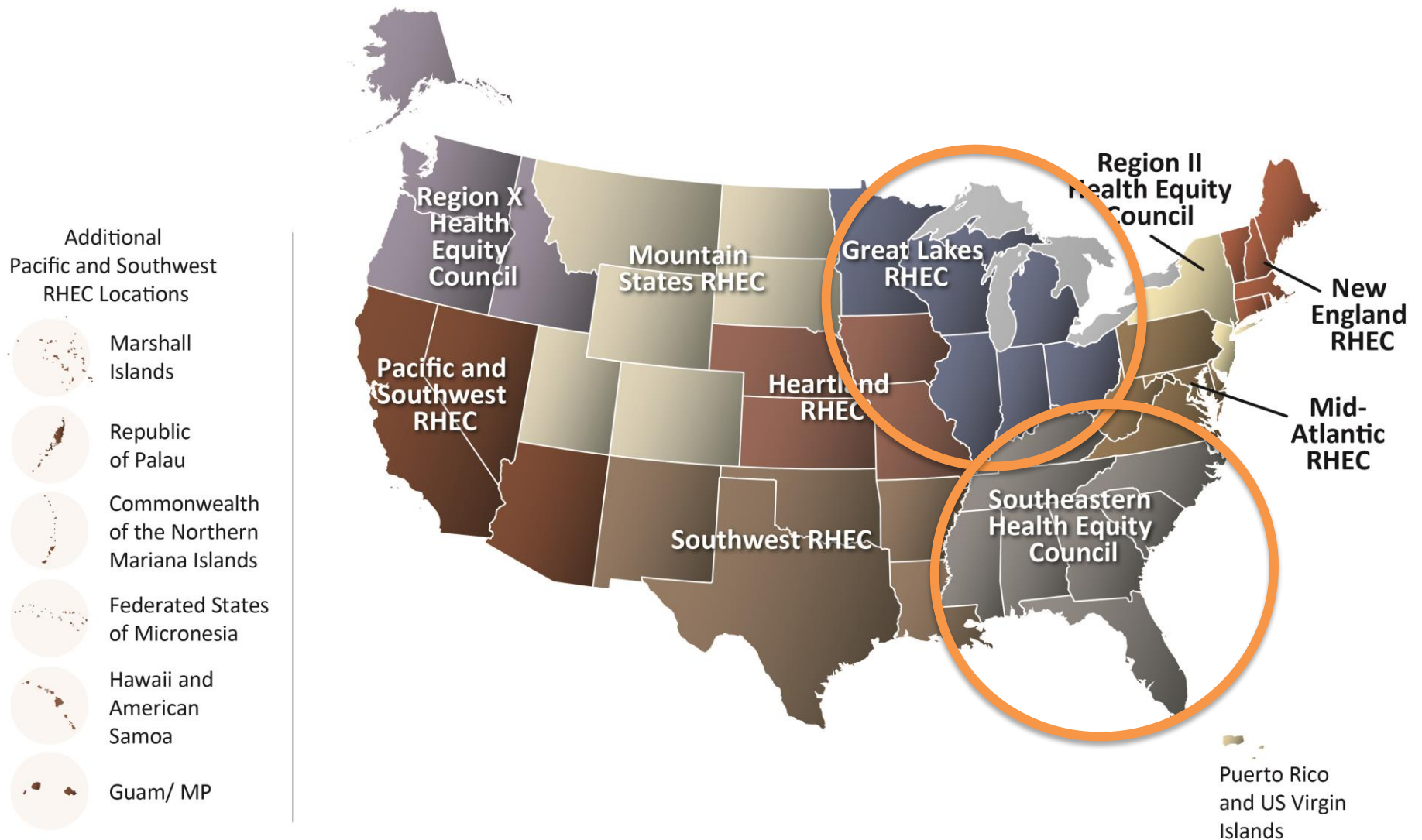
This April  
we celebrate  
National Minority  
Health Month.



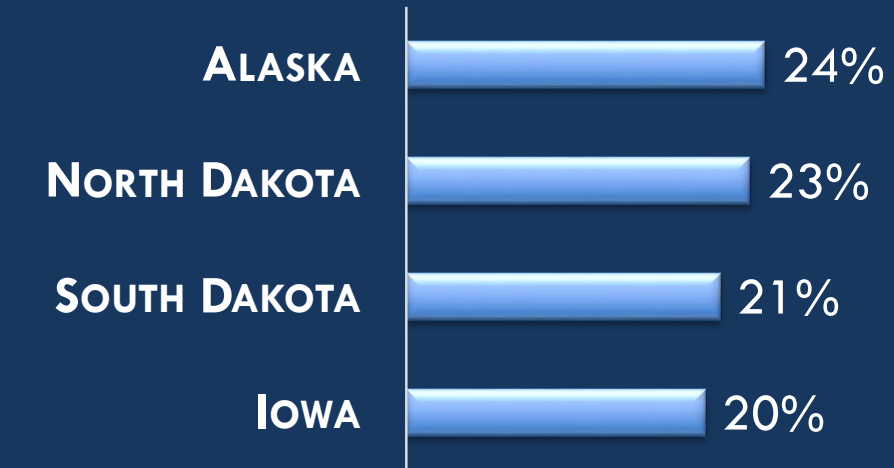
For more information visit: [www.minorityhealth.hhs.gov](http://www.minorityhealth.hhs.gov) or call: 800-444-6472.

# NATIONAL PARTNERSHIP FOR ACTION TO END HEALTH DISPARITIES

## Regional Health Equity Councils (RHECs)



# INSURANCE ENROLLMENT AS A SHARE (%) OF POTENTIAL MARKETPLACE POPULATION



*Potential market* includes legally-residing individuals who are uninsured or purchase non-group coverage, have incomes above Medicaid/CHIP eligibility levels, and who do not have access to employer-sponsored coverage. The estimate excludes uninsured individuals with incomes below the federal poverty level who live in states that elected not to expand the Medicaid program; these individuals are not eligible for financial assistance and are unlikely to have the resources to purchase coverage in the Marketplace.

Source: Kaiser Family Foundation, February 17, 2015

**TAKE HOME POINT:  
EFFECTIVE ACA OUTREACH  
CAN MAKE THE DIFFERENCE**



## REACH

Outreach	Participant	Data Source
<ul style="list-style-type: none"> <li>• Event Size</li> <li>• Target Pop</li> <li>• Location Type</li> <li>• Mode</li> <li>• Dosage</li> </ul>	<ul style="list-style-type: none"> <li>• Race/ethnicity</li> <li>• Age</li> <li>• Gender</li> <li>• Language</li> <li>• Tech Literacy</li> </ul>	<ul style="list-style-type: none"> <li>• Event Log</li> <li>• Assessment</li> </ul>

## ENGAGEMENT

Outreach	Participant	Data Source
<ul style="list-style-type: none"> <li>• % Aware of Language Access Services</li> <li>• Cultural Adaptations to Content</li> </ul>	<ul style="list-style-type: none"> <li>• % Request Language Access Services</li> <li>• % Ask Questions</li> <li>• % Make an Appointment</li> </ul>	<ul style="list-style-type: none"> <li>• Event Log</li> <li>• Assessment</li> <li>• Event Organizer Interviews</li> </ul>

## KNOWLEDGE GAIN

Outreach	Participant	Data Source
<ul style="list-style-type: none"> <li>• Topics and Key Messages</li> </ul>	<ul style="list-style-type: none"> <li>• Retrospective Pretest of Perceived Knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Event Organizer Interviews</li> </ul>

## INTENT TO ACT

Outreach	Participant	Data Source
<ul style="list-style-type: none"> <li>• Topics and Key Messages</li> </ul>	<ul style="list-style-type: none"> <li>• % Likelihood to Enroll, Gather More Information, Think about Options</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Event Organizer Interviews</li> </ul>



### TELL US WHAT YOU LEARNED ABOUT THE AFFORDABLE CARE ACT (ACA)

Please rate your knowledge before and after you attended this event:

Knowledge Gain

	Poor	Fair	Excellent	Does not apply
<b>Health benefits/services available under the Affordable Care Act</b>				
Before the event	1	2	3	N/A
After the event	1	2	3	N/A
<b>Types of policies available on the Marketplace</b>				
Before the event	1	2	3	N/A
After the event	1	2	3	N/A
<b>How health insurance actually works</b>				
Before the event	1	2	3	N/A
After the event	1	2	3	N/A
<b>Ways to buy insurance on the Marketplace</b>				
Before the event	1	2	3	N/A
After the event	1	2	3	N/A
<b>Tax credits and other programs that make insurance more affordable</b>				
Before the event	1	2	3	N/A
After the event	1	2	3	N/A

Intent to Enroll

Please indicate what you might do following today's event:

	Not at all	Maybe	Definitely
1. Gather more information on health insurance services and policies before I enroll in a plan	1	2	3
2. Do more thinking about what options are best for me/my family	1	2	3
3. Make an appointment with a navigator or a health insurance agent to enroll in a health insurance plan	1	2	3
4. Enroll in a health insurance plan on the ACA website or by calling the 800 number.	1	2	3

Reach

*Please tell us about yourself...*

- What is your gender?  Male  Female
- Please select the group that best identifies your background:
 

<input type="checkbox"/> African American/Black	<input type="checkbox"/> Hispanic/Latino American
<input type="checkbox"/> Caucasian American/White	<input type="checkbox"/> Asian American
<input type="checkbox"/> Native Hawaiian/Pacific Islander	<input type="checkbox"/> Native American/Alaskan Native
	<input type="checkbox"/> Other
- What is your age? \_\_\_\_\_
- What is the primary language you speak at home? \_\_\_\_\_
- Were you aware of language assistance services being offered at the outreach event?  Yes  No
- Did you request language assistance (an interpreter or translated written material)?  Yes  No
- Did you attend this session because you need to buy health insurance for you/your family in 2014?  Yes  No
- Do you have access to a computer with Internet service?  Yes  No
- How comfortable are you using computers and accessing the Internet?  Very comfortable  Not comfortable
- Do you plan to enroll or buy a health insurance plan before the March 31<sup>st</sup> deadline?  Yes  No

Language Help

Tech Literacy

# QUESTIONNAIRE TRANSLATIONS

## ACA 행사-참석자평가양식

ACA 에 대한 당신의 생각을 말해주세요

ACA 행사에 참여하기 전과 후의 지식을 평가해주세요:

	부족함	양호	매우 양호	해당사항 없음
<b>ACA에서 이용하실수 있는 의료 혜택/ 서비스</b>				
행사 참여전	1	2	3	N/A
행사 참여후	1	2	3	N/A
<b>Marketplace에서 무료한 경제의 종류</b>				
행사 참여전	1	2	3	N/A
행사 참여후	1	2	3	N/A
<b>건강보험이 원기도 어떻게 적용되는지에 대하여</b>				
행사 참여전	1	2	3	N/A
행사 참여후	1	2	3	N/A
<b>Marketplace에서 건강보험을 사는 방법들</b>				
행사 참여전	1	2	3	N/A
행사 참여후	1	2	3	N/A
<b>건강보험을 보다 저렴하게 살수있는 세급크레딧과 다른 프로그램들의 대한 지식</b>				
행사 참여전	1	2	3	N/A
행사 참여후	1	2	3	N/A

오늘의 이벤트를 참여하신후 무엇을 하실건지 기재해주세요:

	계획없음	불확신	확신
1. 보험에 가입하기 전에 건강보험 서비스와 정책에 대해 더 찾아볼 것이다	1	2	3
2. 어떤 옵션이 나/가족에게 가장 적합한지 더 생각해볼 것이다	1	2	3
3. 네비게이터 또는 건강보험 상담원과 보험에 대해 상의해 볼 것이다	1	2	3
4. ACA 웹사이트 또는 800 번호로 전화하여 건강보험에 가입할 것이다.	1	2	3

당신의 대해서 말해주세요...

- 성별  남자  여자
- 당신의 배경과 가장 맞는 그룹을 선택해주세요:
 

<input type="checkbox"/> 아프리카인/미국인/흑인	<input type="checkbox"/> 히스패닉/라틴
<input type="checkbox"/> 아시아인/태평양의 섬주민	<input type="checkbox"/> 북미 원주민
<input type="checkbox"/> 백인	<input type="checkbox"/> 아랍계 미국인
	<input type="checkbox"/> 기타 _____
- 나이 \_\_\_\_\_
- 모국어 \_\_\_\_\_
- 복지 이벤트에서 제공되는 언어 지원 (번역/통역) 서비스에 대해서 알고 계셨습니까?  예  아니요
- 언어 지원을 요청하셨습니까? (통역사 또는 번역사)  예  아니요
- 2014년도에 자신/가족 보험을 구입하기위해 이 행사에 참여하셨습니까?  예  아니요
- 인터넷서비스를 이용하실수 있는 방법이 있습니까?  예  아니요
- 인터넷 사용이 얼마나 편하십니까?  아주 편안함  불편함
- 3월 31일 전에 건강보험에 가입 또는 건강보험을 구매하실 예정이십니까?  예  아니요

## 實惠健保法案活動參與評估表

請告訴我們您所了解的實惠健保法案

請您對自己參與這次活動前後的認識變化進行評估:

	差	中	好	不適用
<b>實惠健保法案的醫療保健/提供的服務</b>				
活動前	1	2	3	N/A
活動後	1	2	3	N/A
<b>健康市場所提供的政策諮詢</b>				
活動前	1	2	3	N/A
活動後	1	2	3	N/A
<b>醫療保險運作方式</b>				
活動前	1	2	3	N/A
活動後	1	2	3	N/A
<b>在健康市場購買保險的方式</b>				
活動前	1	2	3	N/A
活動後	1	2	3	N/A
<b>附加健康和其他健康更可負擔的程序</b>				
活動前	1	2	3	N/A
活動後	1	2	3	N/A

請指出今天活動以後您會怎麼做

	根本不會	也許	一定會
1. 在登記具體計畫之前收集更多關於醫療保險服務和政策的資訊	1	2	3
2. 進一步考慮到底什麼選擇對我或我的家人有利	1	2	3
3. 與引導人員或者醫保代理人預約, 登記一個醫療保險計畫	1	2	3
4. 通過實惠健保官網或者撥打 800 電話登記醫療保險計畫	1	2	3

請您提供自身情況信息

- 您的性別  男  女
- 請選擇最符合您背景的民族群體:
 

<input type="checkbox"/> 非裔	<input type="checkbox"/> 西班牙/拉丁美洲裔
<input type="checkbox"/> 亞裔/太平洋島民	<input type="checkbox"/> 美籍薩安人
<input type="checkbox"/> 波多黎各人	<input type="checkbox"/> 阿拉伯裔 <input type="checkbox"/> 其他 _____
- 您的年齡 \_\_\_\_\_
- 您在家使用的主要語言 \_\_\_\_\_
- 您了解此次推廣活動所提供的語言幫助服務嗎?  是  否
- 您要求語言幫助了麼 (翻譯人員或者編譯的書面材料)?  是  否
- 您參加這期活動是因為需要為您或您的家人購買 2014 年的醫療保險嗎?  是  否
- 您使用互聯網嗎?  是  否
- 請您評價使用計算機及互聯網的輕鬆程度  很輕鬆  不輕鬆
- 您打算在 3 月 31 日截止日期之前登記或者購買醫療保險計畫嗎?  是  否

# QUESTIONNAIRE ADMINISTRATION

- Local RHEC partner organizations received training and resources to administer assessments.
- Data were collected via paper-and-pencil and online.
- A Quick Response (QR) code and shortened bitly links were available to aid participants in responding online.



# EVENT ORGANIZER INTERVIEW PROTOCOL

- Identification of Need
- Outreach Event Strategies
- Factors Contributing to Success
- Indicators of Success
- Challenges Experienced by Participants
- Challenges in Recruitment / Publicizing Events
- Recommendations for Future Events' Success



# FINDINGS FROM ACA OUTREACH IN THE FIRST OPEN ENROLLMENT PERIOD



# REGIONAL HEALTH EQUITY COUNCILS (RHECS) ACA OUTREACH & EDUCATION ACTIVITIES

- During the 1<sup>st</sup> Open Enrollment, assessment data were submitted on **29 outreach activities** co-sponsored by:
  1. Southeast Health Equity Council (RHEC IV)
  2. Great Lakes Regional Health Equity Council (RHEC V)
- The events took place in:
  - Michigan (15)
  - Ohio (11)
  - Tennessee (1 event)
  - Georgia (2 events)
- Activities reached **2255 participants** and data were received from **819 respondents**.



# REACH

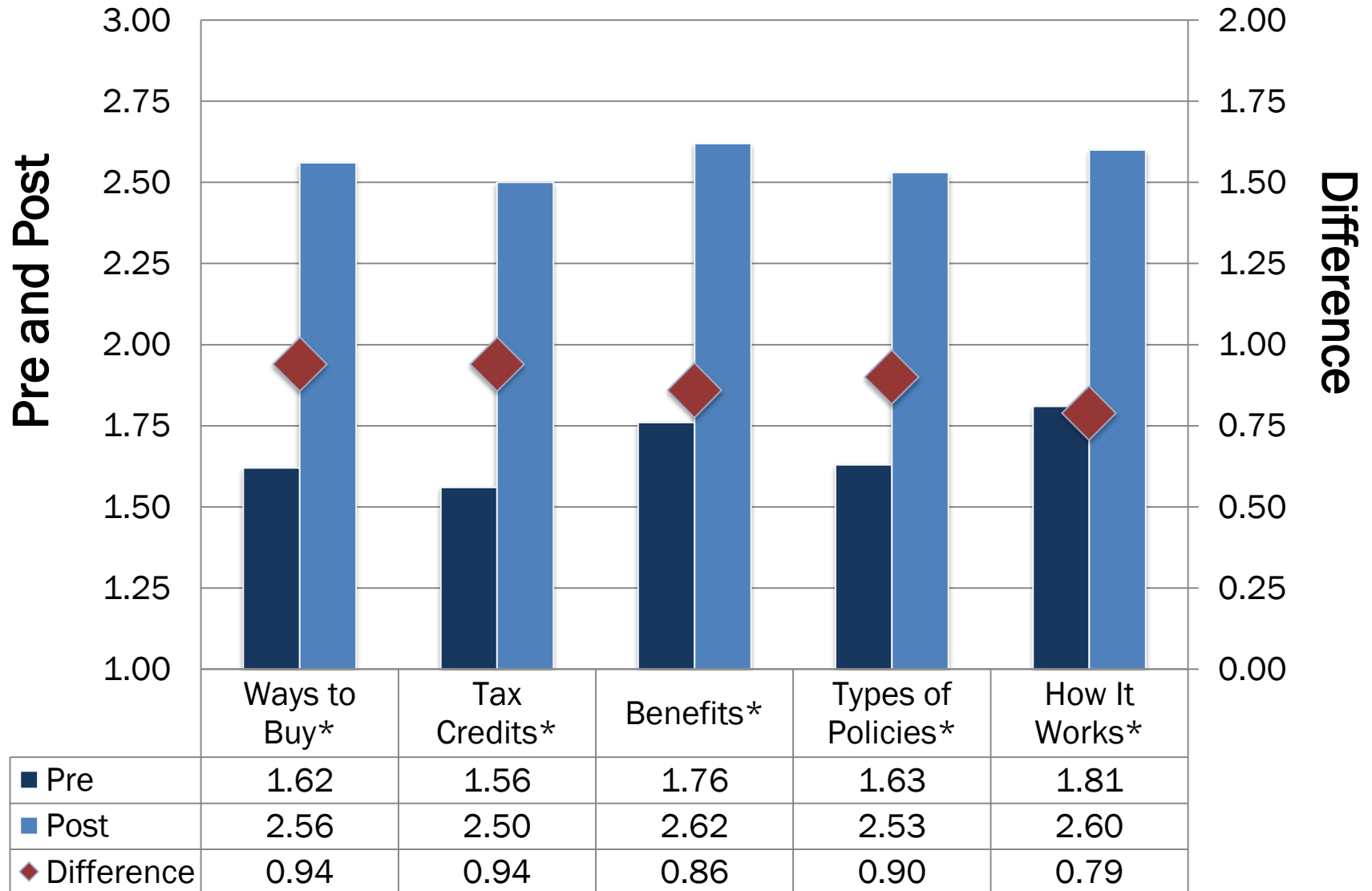
Special Population	Number of Events	Number of Participants
African American	11	1785
South Asian	2	135
Southeast Asian	2	66
East Asian	5	87
Pan Asian	7	139
Young Invincibles/ Community College	1	24
Formerly Incarcerated	1	19
<b>TOTAL</b>	29	2,255

# DEMOGRAPHICS

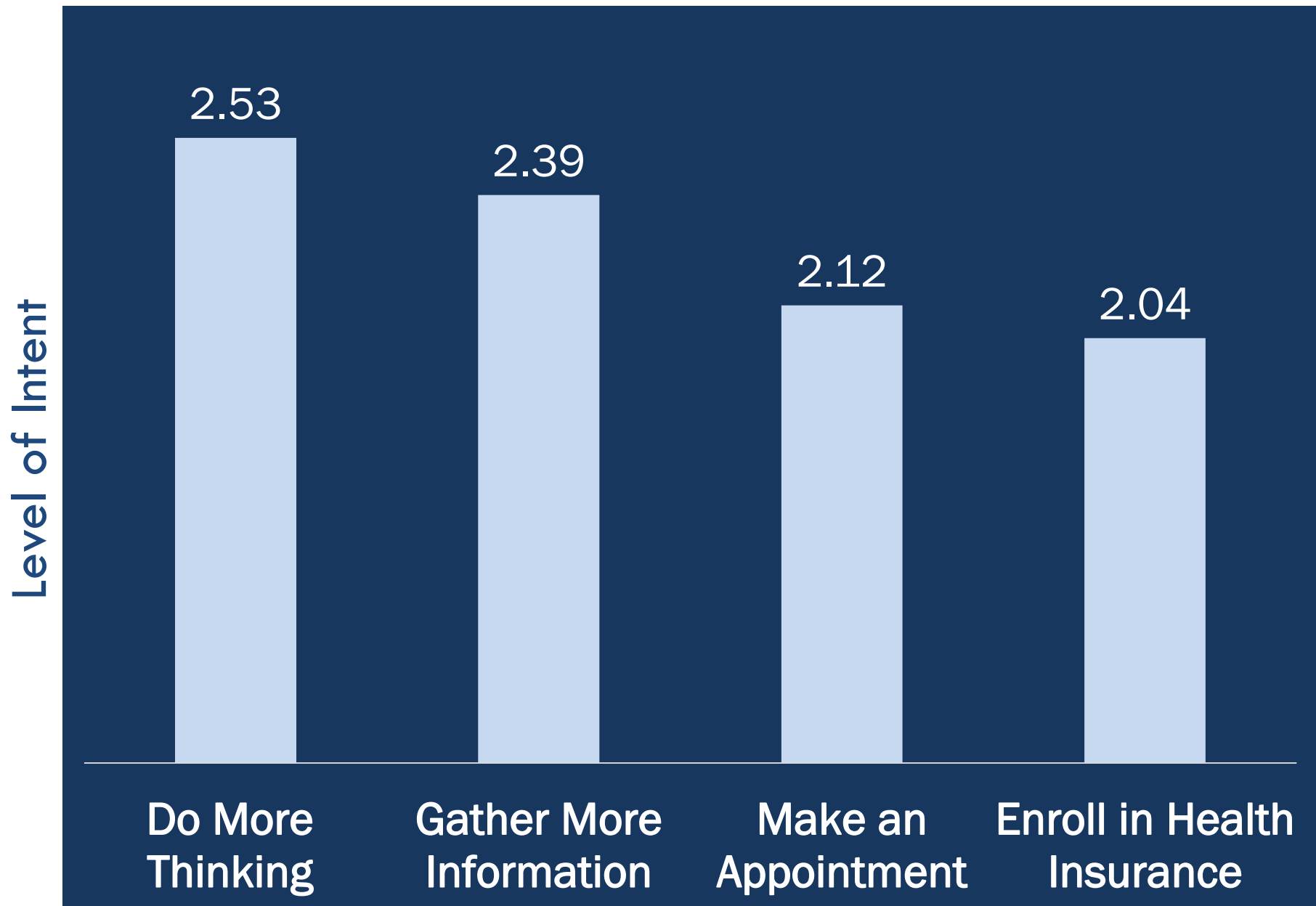
Characteristic	Number (Percentage)
<b>Race</b>	
African American/Black	369 (45.1%)
Caucasian/White	45 (5.5%)
Asian or Pacific Islander	332 (40.5%)
Hispanic or Latino	26 (3.2%)
Native American/Alaska Native	1 (0.1%)
Arab American	4 (0.5%)
Other	17 (2.1%)
<b>Gender</b>	
Male	256 (31.3%)
Female	538 (65.7%)
<b>Age</b>	
18-34	91 (11.1%)
35-64	549 (67.0%)
65+	132 (16.1%)



## PERCEIVED KNOWLEDGE GAIN (N=679)



# INTENT TO ACT FOLLOWING OUTREACH



# LESSONS LEARNED: OVERCOMING ENROLLMENT BARRIERS

- Enrollment Complexity
- Trust Issues
- Technology Literacy among Older Adults
- Availability and Training of In-Person Assisters
- Health Insurance and Health Care Literacy



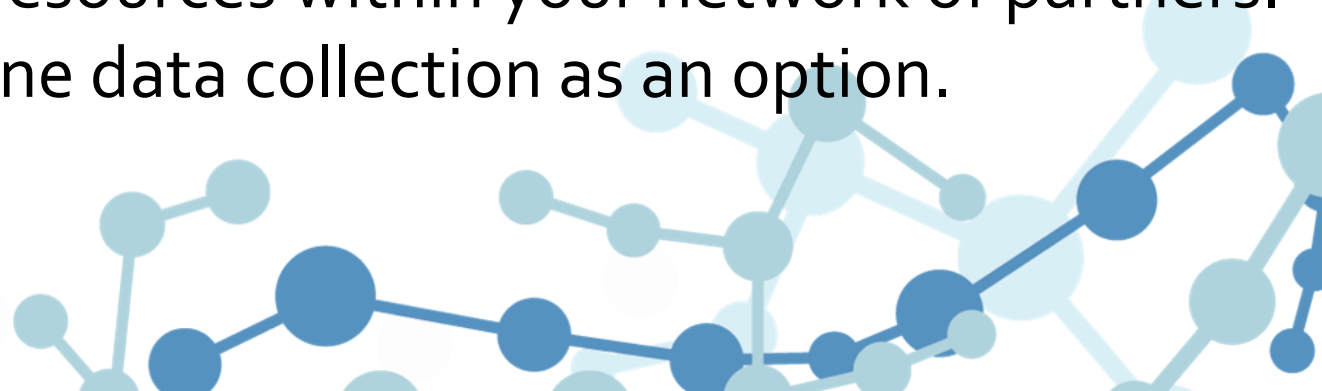
# LESSONS LEARNED: DESIGNING EFFECTIVE OUTREACH

- Design outreach events by first understanding how community organizational structures impact your credibility.
- How does the community vet outsiders?
- What media outlets do they trust and utilize?
- What locations do they frequent (e.g., churches, grocery stores)? What times of day?
- What concerns do they have about the enrollment process?



# LESSONS LEARNED: EVALUATING ACA OUTREACH

- Develop a measurement framework to operationalize effectiveness.
- Work closely with your event coordinators on event logistics and data collection protocols.
- Customize data collection instruments to the population you are trying to reach (language, reading level).
- Pilot test the data collection instrument.
- Build on the resources within your network of partners.
- Consider online data collection as an option.



# QUESTION & ANSWER SESSION



# THANK YOU!

## First Open Enrollment Outreach Partners

- **Othelia Pryor**, Michigan Minority Health Coalition
- **Manju Sankarappa**, Ohio Asian American Health Coalition
- **Cherry Houston**, Critical Learning Systems
- **Neicey Johnson**, VSNS, Inc.
- **Zakiya Sloley**, Center for Pan Asian Community Services



# QUESTIONS? CONTACT US!



Kien Lee  
Vice President & Principal Associate  
Community Science  
[kien@communityscience.com](mailto:kien@communityscience.com)



Oscar Espinosa  
Senior Associate  
Community Science  
[oespinosa@communityscience.com](mailto:oespinosa@communityscience.com)

