

Position Description #1 – Shared by Michigan Primary Care Association

TITLE: Outreach and Enrollment Specialist

REPORTS TO: *(The supervision received should be filled in based upon your organizational structure.)*

GENERAL DESCRIPTION: The Outreach and Enrollment Specialist will work to provide outreach opportunities for community residents who lack access to healthcare and health insurance, provide enrollment and application follow-up assistance and build/strengthen enrollment collaborations with local partner organizations.

POSITION GOAL: Increase health insurance coverage and access to quality primary health, dental, and behavioral care for community residents.

TYPICAL WORKING CONDITIONS: Work is partially performed (60%) in normal, pleasant office environment. A portion of work time (40%) will be spent performing in-field outreach and enrollment assistance activities. Duties will require travel throughout the Health organization's service area. Travel expenses will be reimbursed.

SCHEDULE/COMPENSATION: *(We generally include a salary range and example of benefits along with a general work schedule so that candidates are aware of the fact that outreach and enrollment positions often include some evening and weekend hours.)*

RESPONSIBILITIES:

1. Provide enrollment assistance (including but not limited to completing coverage applications, gathering required documentation and troubleshooting the enrollment process) for uninsured children and adults to access subsidized, low-cost and free health insurance programs through the health insurance marketplace, Medicaid and the Children's Health Insurance Program (CHIP).
2. Provide structured patient education on health coverage, engage in follow-up conversations and offer renewal assistance for enrolled individuals.
3. Distribute outreach materials to patients, community members, partner organizations and businesses to build coverage option awareness.
4. Develop, discover and attend community events in order to promote coverage options and the mission and services of the organization.
6. Collaborate with various local organizations to build awareness of coverage options, spur enrollment and build referral linkages.
7. Attend and successfully complete all required training programs; participate in ongoing conference calls, webinars, and other professional development opportunities.
8. Accurately provide required reporting to track goal achievement and client satisfaction.
9. Recruit and utilize volunteers to increase program capacity.
10. Assist in the development and implementation of organizational outreach and enrollment initiatives.
11. Other duties as assigned.

EXPECTATIONS:

(We've often found it helpful to articulate some basic outreach and enrollment position goals (e.g. expected number of patients assisted per month) to set an expectation for potential candidates.)

MINIMUM QUALIFICATIONS:

- Must be 18 years of age or older.
- Must be able to travel with use of a personal vehicle.
- Must possess the ability to read and interpret documents.
- Must possess the ability to write routine reports and correspondence.
- Must possess the ability to speak effectively before groups and actively engage the general public in outreach situations.
- Must possess the ability to interact respectfully with diverse cultural and socio-economic populations.

TYPICAL PHYSICAL DEMANDS:

The physical demands described herein are representative of those that must be met by a staff member to successfully perform the essential functions associated with this position. Because we are committed to inclusion of those with disabilities, reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions associated with their position.

This position requires prolonged sitting, some bending, stooping and stretching. It requires eye-hand coordination, and manual dexterity sufficient to operate a keyboard, photocopier, telephone, calculator and other office equipment. It also requires a normal range of hearing and eyesight to record, prepare, and communicate appropriate reports.

In addition, this position requires travel between sites and the ability to interact with others in both small and large group settings. At times, this position may include periods of extended physical activity, such as walking/standing at community events and/or moving and distributing educational materials.

PERFORMANCE REQUIREMENTS:

1. Oral and written communication skills at a level typically acquired through completion of a Bachelor's degree program in public health, health education, communications or related program. An equivalent combination of education and experience will be considered.
2. Knowledge of the health and human services infrastructure, health insurance programs and public coverage options.
3. Ability to effectively develop and nurture relationships with a diverse group of stakeholders.
4. Ability to work independently and coordinate multiple tasks.
5. Ability to enthusiastically communicate with potential enrollees.
6. Strong computer skills with proficiencies in Outlook, Word, PowerPoint, Excel, internet-based applications and the Microsoft operating system.