Working with ACA Enrollment Counselors to Reach the Newly Insured

August 17, 2015

Jennifer Singleterry
Director, National Health Policy
American Lung Association
Background

• 10.2 million Americans insured through marketplaces (all states)
• 28 states have expanded Medicaid
• 12.3 million additional Americans insured through Medicaid
• Supreme Court Decision

Data from March and April 2015. Source:
ACA Enrollment Assistors

- **Navigators**
  - Large operations, funded through navigator grants
- **In-person assistors**
  - Similar to navigators, funded through other sources
- **Certified Application Counselors**
  - Less training, no official funding
  - Typically community organizations, health clinics, etc.
- **Agents and Brokers**
  - Work more with employers
Medicaid & Marketplace Enrollees

People using enrollment assistance are:

• More likely to use tobacco
• More likely to be low-income and unable to pay for cessation treatments out-of-pocket
• More likely to need help navigating health insurance benefits (coverage to care)
• Likely fall into a target population
Opportunities for Tobacco Cessation in Enrollment Process

The enrollment process is a good time to discuss tobacco cessation
• Clients are already thinking about their health
• Clients are making plans for the next year
• Assistor may be a trusted community member or health professional
• Assistors already need to ask about tobacco status because of tobacco surcharges
Tobacco Surcharges

- The American Lung Association opposes the use of tobacco surcharges
- States that prohibit surcharges: CA, CT (small group market only), DC, MA, NJ, NY, RI, VT
- States that limit surcharges: AR, CO, KY, NC (small group market only)
- August 2014 Health Affairs study showed surcharges are widespread, not as big as allowed, yet still making insurance unaffordable
- Provide an opportunity for discussions about quitting tobacco
- Some plans may give tobacco user the option of enrolling in a cessation program to avoid the surcharge
Opportunities During Enrollment

Opportunities:
- Ask about tobacco use
- Refer to cessation services
- Deliver a cessation intervention
- Enroll patient in a plan that will help them quit tobacco
Purpose of Toolkit

Create relationships between healthcare enrollment assistors and tobacco control so that new insurance enrollees who use tobacco...

- Are encouraged to quit
- Are able to access cessation resources and treatments
- Are able to enroll in a health plan that will help them quit
Background Info – www.lung.org/assistorstoolkit

- Background factsheet on enrollment assistors
- Background factsheet on who is enrolling
- State Health Insurance Marketplace types
- Webinar & FAQ on Medicaid expansion and opportunities for public health
Building a Strategy – [www.lung.org/assistorstoolkit](http://www.lung.org/assistorstoolkit)

- Lists of enrollment organizations in the states
- Developing an outreach strategy: points to consider
- Outreach to assistors: what to say and what to bring
Materials to Use – [www.lung.org/assistorstoolkit](http://www.lung.org/assistorstoolkit)

- Want to quit tobacco?
  - For patients/clients
- Does your client use tobacco?
  - For assistors
What Are the Plans Covering?

- State Health Insurance Marketplace Plans: New Opportunities to Help Smokers Quit
  - Confirm info with plans, add counseling
  - Online database of Medicaid coverage (Medicaid expansion may be different)
  - Leverage assistor relationships with health plans to get info?
  - Build relationships with state agencies and marketplace
  - Session at CDC Kick Off Meeting: Thursday, 1:15-2:30
Self-Made Health Network Grantee Sites

- American Lung Association in West Virginia (WV)
- Harrisburg Area-YMCA (PA)
- Health Promotion Council-Southeaster Pennsylvania in Philadelphia (PA)
- Macoupin County Public Health Department/Maple Street Clinic (IL)
- Mississippi Primary Health Care Association (MS)
- Alcohol/Drug Council of North Carolina (NC)
- Access Community Health & Research Center (MI)
- Oak Hill Baptist Church-Navigator Office (MS)
- Crozer-Keystone Health System (PA)
- Johnson County Public Health Department (IA)
Questions? Feedback?

Jennifer Singleterry  
Director, National Health Policy  
American Lung Association  
202-715-3449  
Jennifer.Singleterry@lung.org

Anne DiGiulio  
Manager, Lung Health Policy  
American Lung Association  
202-785-3355  
Anne.Digiulio@lung.org