

Community Outreach Workgroup Recommendations

There is much to learn from communities' experience promoting FAMIS/FAMIS Plus and community-based health programs. The Community Outreach Workgroup will help the Model Development Group realize concerns consumers and communities may have as potential Models are reviewed, and solicit input from the employed uninsured regarding potential Models of affordable health insurance. Members of the Community Outreach Work Group propose several recommendations to the Model Development Workgroup, as they begin their efforts.

Key Themes

- ✓ Education at various levels about the value of health insurance for individuals and businesses
- ✓ Local focus – education, outreach and retention and relationships for implementation
- ✓ One-on-one efforts – communities, businesses, individuals and families

Community Outreach Work Group Recommendations

- ✓ Package the program to look as much like a “traditional” insurance plan as possible.
- ✓ Many working uninsured are transient, not staying at any one job for long and moving from place to place. When reviewing potential models, it is best for Model to be as portable as possible.
- ✓ Consider cost-sharing on a sliding scale, based on percent of household income, even if Model is offered through employer, to reduce stigma of “public program”.
- ✓ The method of presentation to the community, particularly potential consumers, is important. Model needs to be presented in a positive light and endorsed by a well-respected spokesperson (e.g., Governor Warner and FAMIS).
- ✓ Assess feasibility of streamlining application process with FAMIS for parents of FAMIS enrollees.
- ✓ Support local education and outreach efforts to help raise awareness about Model and to facilitate implementation.
- ✓ Because the target population is difficult to enroll and to keep enrolled in the program, the focus should initially be on outreach to enroll individuals and families and later on retention to keep them enrolled.
- ✓ Visible outreach staff that are trusted and well-respected by individuals and families, as well as continuity of program and staff will be important for local community acceptance.

Other Points to Consider

- ✓ Build on relationships that already exist in localities; connect to local government planning via local zoning board activities, Virginia Association of Counties.
- ✓ Develop more ways to help people know about “the options” for health insurance or various health programs, possibly a presentation via small business development centers on purchasing/accessing health care (e.g., data, cost of health insurance, return on investment, HR costs of hiring new staff).
- ✓ Encourage partnerships with the following organizations to reach out to families potentially eligible for the Model: local Virginia Employment Commission (VEC)

offices, WIC clinics, safety net providers (i.e., free clinics and Federally Qualified Health Centers – FQHCs), Emergency Departments.

- ✓ Realize businesses will be more responsive partners if they perceive a gain for their organization.
- ✓ Consider helping employers develop relationships with local departments of social services.
- ✓ Target businesses who do not currently offer a full insurance package.
- ✓ Commonwealth might purchase and make available software to help businesses estimate health insurance costs by their specific business profile.
- ✓ Educate at multiple levels about the importance of health insurance.
- ✓ Recognize that the challenge care for undocumented persons will still exist.