Connecting Millions of Americans with Health Coverage

Martine Apodaca, Director of Public Education
Delivering on the promise . . .
... of affordable health coverage for millions of Americans ...
... starts now.

only 229 days until October 1, 2013
Enroll America

Our Mission

Ensure that all Americans get enrolled – and stay enrolled – in health coverage.

We will continue:

• Building coalitions
• Sharing best practices

Coming soon: a major enrollment campaign, using cutting-edge engagement strategies
Sampling of Partners

AARP®
Doctors for America
National Association of Community Health Centers
American Diabetes Association
National Council of La Raza
Blue Shield of California
Ascension Health
Catholic Charities USA®
NHMA - National Hispanic Medical Association
American Hospital Association
Kaiser Permanente
American Nurses Association
ANA
Families USA
Easter Seals Disability Services
American Heart Association
American Stroke Association
National Medical Association
NMA
Teva Pharmaceuticals
Young Invincibles
Asian & Pacific Islander American Health Forum
U.S. PIRG
Voices for America’s Children
NAHU - National Association of Health Underwriters
Limited Public Awareness

The majority of uninsured Americans don’t know the health reform law will help them

78% of the uninsured don’t know about the new health insurance exchanges

83% of people who could be eligible for the new Medicaid expansion don’t know about it
Health Coverage in 2014

Coverage Options for Adults without Medicare or Employer-Based Coverage

Income as a percent of the federal poverty level

0 133 400+

- Medicaid
- Exchange (“Marketplace”) with Tax Credits
- Exchange or Private Plan

An Opportunity for a Complete Continuum of Coverage
## Enrollment isn’t a snap

### Take-up in optional public benefit programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Percent of Eligible People Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Medicaid, national average</td>
<td>62%</td>
</tr>
<tr>
<td>Subsidized Medicare for low-income seniors</td>
<td>33%</td>
</tr>
<tr>
<td>Medicare Rx benefit low-income subsidy, 2009*</td>
<td>40%</td>
</tr>
<tr>
<td>Unemployment benefits</td>
<td>72-83%</td>
</tr>
<tr>
<td>Earned income tax credit</td>
<td>80-86%</td>
</tr>
<tr>
<td>SNAP (food stamps)</td>
<td>54-71%</td>
</tr>
</tbody>
</table>

* Does not include populations automatically enrolled in the low-income subsidy.
## A Diverse Group

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percent of Uninsured</th>
<th>Uninsured Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (non-Hispanic)</td>
<td>45%</td>
<td>13%</td>
</tr>
<tr>
<td>Black (non-Hispanic)</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>1%</td>
<td>27%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>2%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Source: Kaiser Commission on Medicaid and the Uninsured, October 2012*
Building an Effective Campaign

- Paid advertising on TV, radio, online, and in print media
- Grassroots field efforts
- Constituency engagement
- Creative use of social media
- Earned media events and Activities in communities to magnify messaging
- Paid advertising on TV, radio online, and in print media
- Education & engagement through partner entities with direct reach to target populations
- National and local surrogates
- Data, Analytics, Microtargeting
- Strategic Partnerships
- Enrollment assistance by trusted community sources