



# Get Your Community Enrolled: How Title X Agencies Can Become Marketplace Navigators or In-person Assisters

May 6, 2013



# Taking Action

*In large measure, the success of the (Affordable Care Act) and its overriding aim of making sure that virtually all Americans have health insurance depends on these people.*

--N.C. Aizenman, Washington Post, February 4, 2013

***Improve access to health care***

***Support customer retention***





# Agenda

- **Overview of the role of navigators in the Affordable Care Act (ACA)**
- **Differences in Federal and State-based Health Insurance Marketplaces**
- **Four types of navigator programs outlined in the Affordable Care Act**
- **Competitive advantages of Title X recipients in getting funded to become navigators**





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CCIIO

The Center for Consumer Information & Insurance Oversight

Centers for Medicare & Medicaid Services (CMS).





# **Overview of the role of navigators in the Affordable Care Act (ACA)**



# **Differences in Federal and State-based Health Insurance Marketplaces**



# Questions / Discussion

For programmatic questions, please  
send an e-mail to:

[navigatorgrants@cms.hhs.gov](mailto:navigatorgrants@cms.hhs.gov)





## **Four types of navigator programs outlined in the Affordable Care Act**





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# Competitive Advantages of Title X Programs: Expertise



Catalyst for consumer “need recognition”

Trusted resource among medically underserved and diverse groups

Extensive community network including employers and self-employed

Track record of adherence to federal requirements





# Competitive Advantages of Title X Programs: Infrastructure



**Established systems to train staff on new, complex information**

**Track record of successful consumer engagement activities**

**Success in working with health plans and funders of health care services**





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# Additional Resources

<http://www.statenetwork.org/>

The State Health Reform Assistance Network (State Network) is a Robert Wood Johnson Foundation (RWJF) funded program dedicated to providing technical assistance to states in order to maximize coverage expansion under the Affordable Care Act (ACA).

<http://cciio.cms.gov/programs/exchanges/assistance.html>

The Center for Consumer Information and Insurance Oversight (CCIIO) is charged with helping implement many provisions of the Affordable Care Act.

<Http://www.enrollamerica.org/best-practices-institute>

Enroll America's Best Practices Institute is focused on identifying, developing, and disseminating information about enrollment and eligibility policies.

<http://www.statereforum.org/>

State Refor(u)m is a user-generated online resource to assist states as they tackle the implementation challenges and opportunities created by the Affordable Care Act (ACA). If you are curious about your state's implementation progress, this is the place to check it!





# Additional Resources

## **Navigators and In-Person Assistors: State Policy and Program Design Considerations**

*Prepared by Shelly Ten Napel and Daniel Eckel, State Health Reform Assistance Network*

## **Enroll America Fact Sheet: How Can Consumers Get Help Enrolling in Health Coverage?**

*Prepared by Enroll America*

## **Helping Consumers Apply & Enroll Through the Marketplace**

*Prepared by Center for Medicaid and Medicare Services and Department of Health and Human Services*

***To download go to:***

**<http://www.fpntc.org/training-and-resources/mission-critical-title-x-agencies-responding-to-the-navigator-funding-0>**





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