

Four-Step Guide to Planning a Health Care Enrollment Event

Many faith-based and community organizations want to host events to help individuals and families to enroll in health insurance. March 31, 2014 is the last day to sign up for coverage through the Health Insurance Marketplace. Six out of 10 uninsured Americans can get covered for \$100 per month or even less. Here are some suggested steps to make your enrollment event a success:

1. Planning the event

- Contact Navigators and Certified Application Counselors to ask them when they could come to an enrollment event. Navigators and Certified Application Counselors can be found here: <https://localhelp.healthcare.gov>
- After choosing a date, time, and location for the enrollment event, identify a room with tables and chairs. This will allow the Navigators and Certified Application Counselors to have private conversations with those they are enrolling. The room should also have Internet service.
- Advertise your enrollment event within your community, especially to those who may be uninsured, and ask if they are able to attend the event.
- Once you have a good idea of how many people might attend the event, ask for volunteers from your organization to help with set-up, break-down, hospitality and coordination of the enrollment event.

2. Advertising the event

- Advertise the enrollment event during your organization's announcement time, in a congregation or community bulletin, in your newsletter, on your website and/or through social media such as Facebook or Twitter.
- Include in the advertisement the information that people should bring to the enrollment event, such as their W-2 form to verify income, social security numbers, immigration cards (if appropriate), and health insurance card if an individual or family member has health insurance. The full list of what to bring can be found in the **Marketplace Application Checklist** at <http://go.usa.gov/K2te>.
- Include in the advertisement, information on how to learn more about enrolling in health insurance, such as attending a webinar or conference call, reading a fact sheet or viewing the website. More information can be found at www.hhs.gov/partnerships and at www.HealthCare.gov.
- Identify other faith-based or community groups that might want to partner with you. Ask them to join your event and/or advertise it in their publications.

3. Conducting the event

- Make sure the room is set up with tables, chairs and access to the Internet. Arrange the space so that Navigators or Certified Application Counselors can have private conversations with people who are getting enrolled.
- Designate a waiting area where people can read about the Health Insurance Marketplace. You may want to offer snacks and drinks and print out the following information for those who are waiting:
 - ✓ Get Covered: A One-Page Guide to the Health Insurance Marketplace
 - ✓ Things to Think About When Choosing a Health Plan
 - ✓ The Value of Health Insurance
 - ✓ 10 Essential Health Benefits
 - ✓ Medicare & the Health Insurance Marketplace
 - ✓ Exemptions from the Health Insurance Marketplace Fee
- All these documents are available at <http://go.usa.gov/DUCe>.

4. Following up on the Event

- Thank Navigators, Certification Application Counselors and volunteers for their help with the event.
- For those who were unable to enroll at the event but still wish to do so, provide contact information for the Navigators or Certified Application Counselors who may be able to assist with individual enrollment.
- Send us an email to let us know how your event went. We would love to hear stories of people who enrolled and ways you made the enrollment a big success. We can be reached at ACA101@hhs.gov and at 202-358-3595.

SAMPLE BULLETIN NOTICE

Health Insurance Enrollment Fair – Sunday, March 16 from Noon to 3 pm at the Welcome Center

High quality health insurance is now available. If you want to learn more about getting such insurance stay after church on March 16 from noon to 3 pm to learn more and get enrolled. Navigators trained in helping people enroll in health insurance will be present.

If you want to enroll in health insurance, you must bring the following with you:

- Social Security Number (and document number for legal immigrants)
- Employer and income information for every member of your household who needs health insurance (for example, from pay stubs or W2 forms – Wage and Tax Statements)
- Policy information on health insurance if you or someone in your household have it from a job or another source

If you have questions, email a member of our congregation, Mary Smith at Sampleemailaddress@Sample.org.