

★ WHO WE ARE

Tens of millions of Americans stand to benefit from more accessible and affordable health care in the wake of health reform, creating an historic opportunity to improve the health and well-being of a significant portion of our society. However, getting all individuals into the health care system will not be easy. Experience from previous reforms suggests that there are significant barriers that prevent many people from enrolling—and staying enrolled—in health coverage, and that existing and planned outreach efforts by the federal government and others will not be sufficient to fully address the “enrollment gap.”

Enroll America is a non-partisan, 501(c)(3) organization dedicated to closing this gap by ensuring that all Americans are enrolled in and retain health coverage. The organization launched in September 2011 and will remain in operation for approximately five years.

★ WHO WE WORK WITH

Enroll America is a collaborative organization. We work closely with partners that span the gamut of health coverage stakeholders, including insurers, hospitals, pharmaceutical companies, retail pharmacies, health care providers, community health centers, clinicians, diverse consumer organizations and civic organizations. We are always looking to grow, and we welcome new members to our Advisory Council on an ongoing basis. To learn more about becoming a member of the Advisory Council, contact our Executive Director, Rachel Klein (RachelK@enrollamerica.org).

★ WHAT WE DO

Enroll America’s strategy for achieving its mission is two-fold:

1. **Ensure the enrollment system works.**

We encourage broad adoption of the policies required for optimal enrollment, building on lessons learned from previous health-related enrollment efforts.

2. **Educate the public on why and how to enroll.**

We will develop a broad public education campaign that will begin in 2013 to ensure that the millions of uninsured Americans know that new coverage is available to them and how to enroll.

Promoting Enrollment Best Practices

Enroll America operates an enrollment Best Practices Institute, which identifies, develops, and disseminates best practices in health coverage enrollment. The Institute publishes issue briefs, holds conference calls and webinars, presents at meetings, tracks federal guidance on enrollment issues, and posts to Enroll America’s blog to disseminate information on best practices to interested parties. The Institute also provides technical assistance to stakeholders who are working to implement consumer-friendly enrollment practices in states across the country.

The Best Practices Institute collaborates with organizations at the state level to help them understand the rules established by the federal government, how enrollment best practices could work in their state, and the choices their states have as they develop their eligibility and enrollment systems for health coverage.

Public Education Campaign

Enroll America is developing a major national public education campaign, supported by public opinion and branding research to determine messengers and messaging that work with the target audiences. Enroll America will seek funding from major corporate partners to implement the multi-faceted campaign, which will include print materials, electronic and social media components, and significant television and radio advertising in select states. Campaign materials will also be available to state-based organizations that wish to tailor them to a state or local context.

We also envision a role for many different entities – public and private – in a robust public education and outreach effort.

- Community health centers and hospitals can distribute information about health coverage and offer people application and renewal assistance.
- Big-box retailers can be very helpful in distributing information to their customers and may be able to help even more by proactively sponsoring enrollment fairs or hosting application assisters on site.
- Technology companies like Google could make sure that enrollment websites are featured prominently on their search engine, and could help develop mobile applications that could be used on smart phones or electronic tablets to help people get enrolled.
- United Way sponsors a 211 information service with live operators that could be used as a help line to connect people with application assistance.

Enroll America will continue to work with a wide range of potential partners to engage them in a public education and outreach campaign.

Contact Us

The goal of ensuring optimal enrollment and retention in health coverage will not be an easy one to achieve. Enroll America fills an important role in support of this goal, helping to drive significant value for consumers and all organizations that support a sustainable, effective U.S. health care system. To learn more about our work and how you can get involved, visit our website, www.enrollamerica.org and sign up to receive our email updates.