



**COVERED
CALIFORNIA**

Outreach and Education Grant

*Provider Education Grant
Funding Opportunity
Stakeholder Webinar*

June 3, 2013

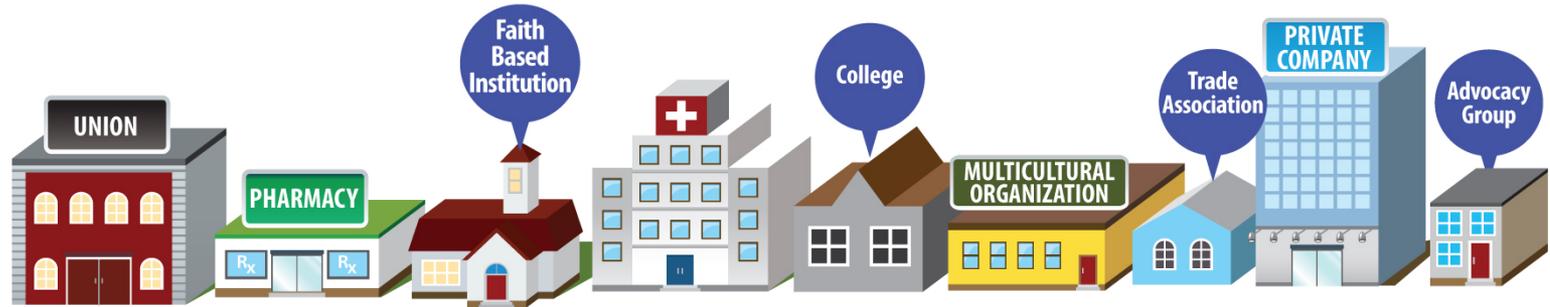
AGENDA

- Introduction to the Outreach and Education Grant Program
- Overview of Individual and Small Business Health Marketplace Grantees
- Provider Education Grant Funding Opportunity
 - Goals and Objectives
 - Target Population
 - Eligible Entities
 - Suggested Strategies
- Grant Award Period and Implementation Timeline

INTRODUCTION TO THE OUTREACH AND EDUCATION GRANT PROGRAM



Statewide Outreach Network



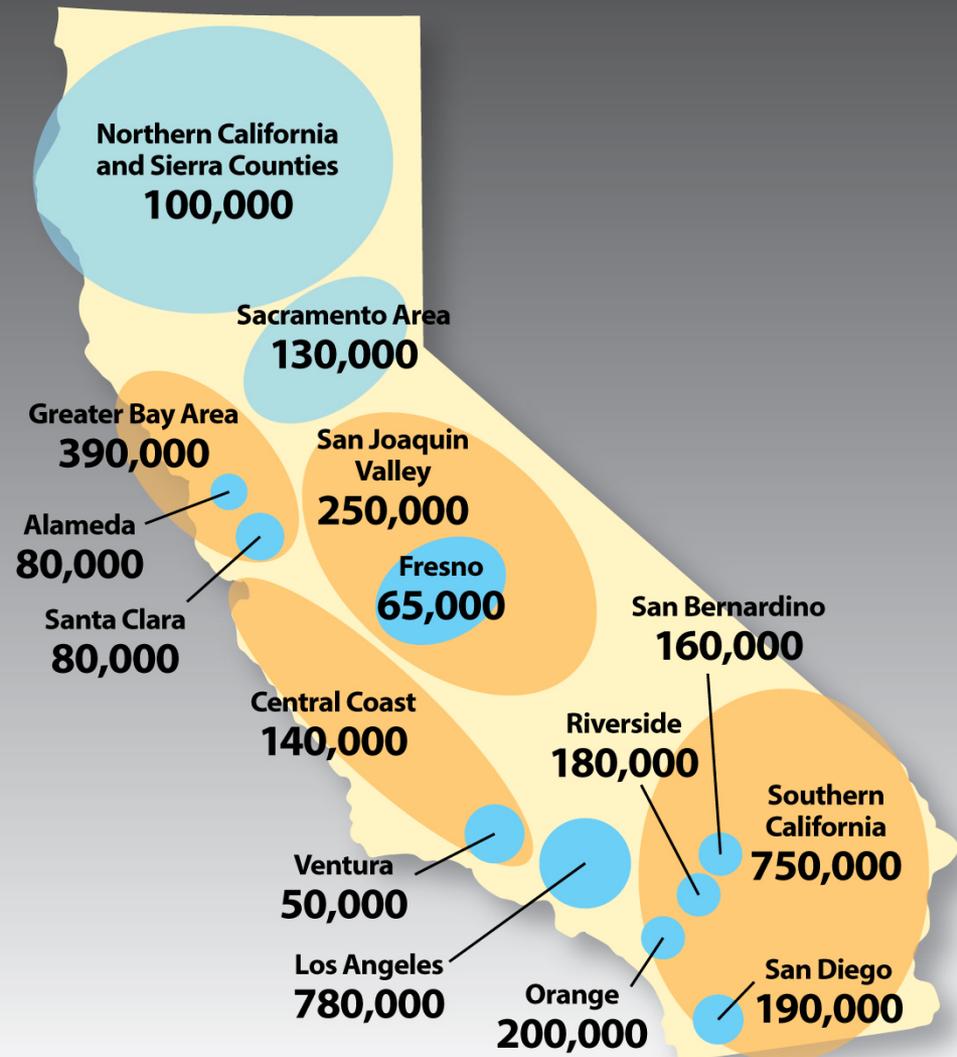
► Community-based grants program:

- \$43 million during 2013-2014
- Mobilize and educate community influencers
- Launch major outreach events
- Establish market driven partnerships
- Perform educational outreach and enrollment



Subsidy Eligible Individuals by Region

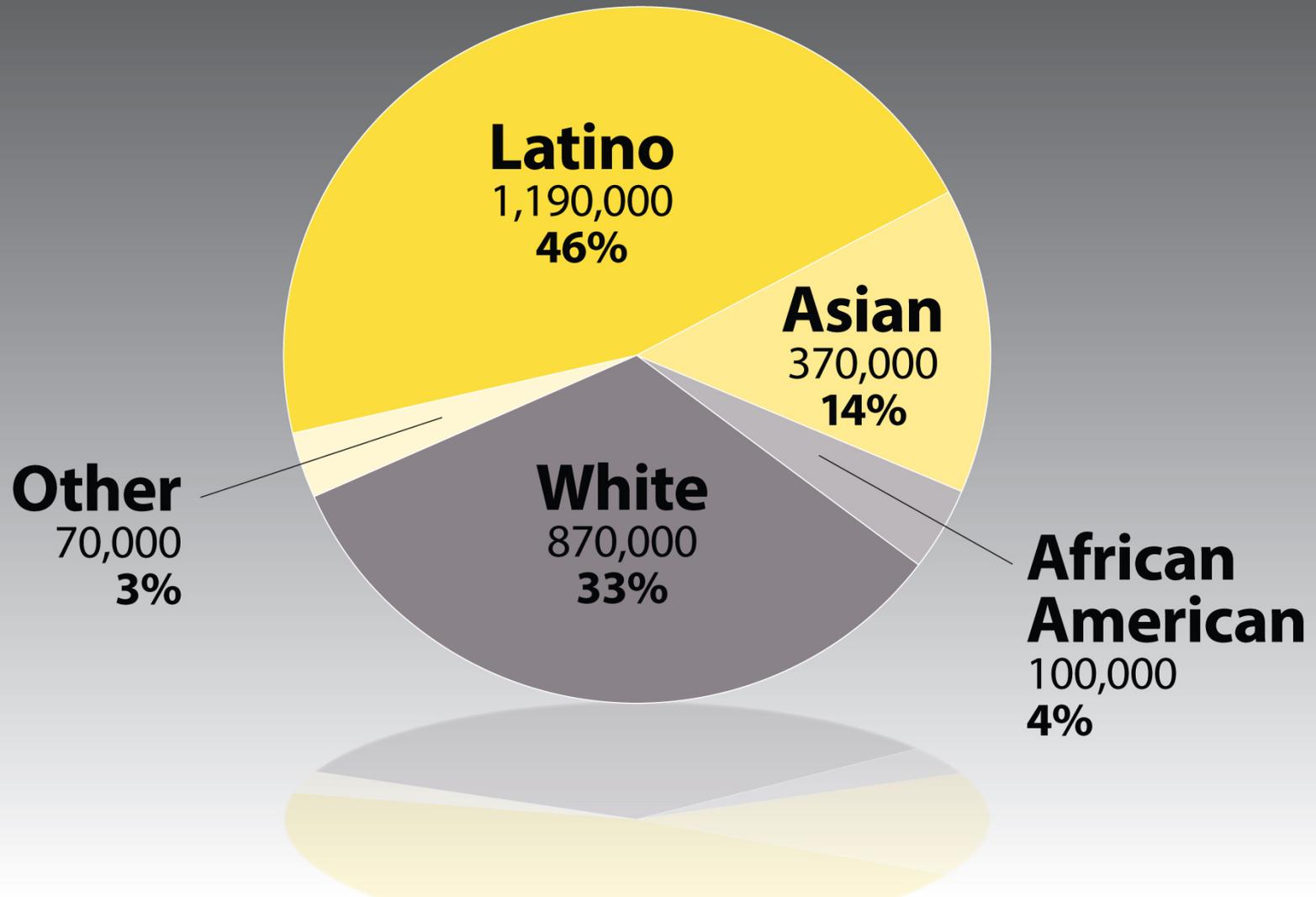
California's geography presents a unique challenge. Our ability to reach the uninsured in urban and rural settings spanning over 163k square miles will be critical to the success of this program.





Targeting Potential Enrollees

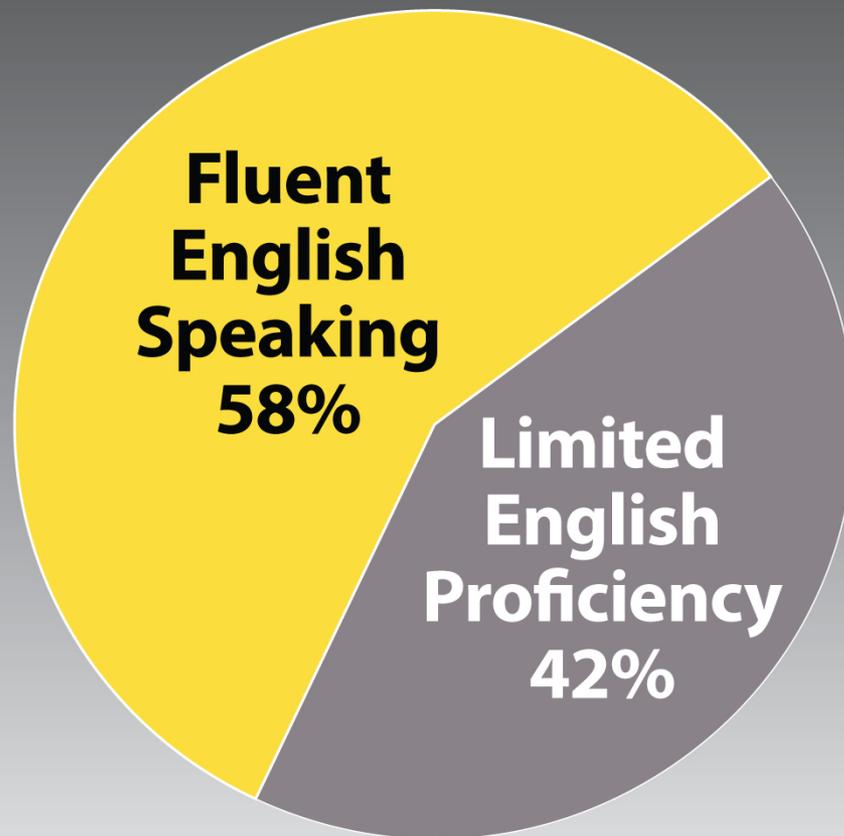
California's Subsidy Eligible





Targeting Potential Enrollees

California's Subsidy Eligible by Language



OVERVIEW OF INDIVIDUAL AND SMALL BUSINESS HEALTH OPTIONS MARKETPLACE GRANTEES

Overview of Individual and Small Business Health Options Marketplace Grantees

48 Organizations (over 250 subcontractors)	\$34 Million	\$3 Million
43 to reach individual Consumers; 5 to reach small businesses	Individual Market Place Grants	Small Business Health Options Program Market Place Grants

Overview of Individual and Small Business Health Options Marketplace Grantees

- 48 selected organizations will seek to reach an estimated 9 million consumers and more than 200,000 small businesses through outreach and education activities in all 58 counties in California.
- The selected organizations will reach consumers in the following 13 languages:
 - Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog and Vietnamese.
- And will seek to reach the following targeted populations:
 - Latino: 37 organizations
 - African American: 32 organizations
 - Asian: 20 organizations
 - Middle Eastern: 11 organizations
 - Caucasian: 24 organizations
 - College Students: 16 organizations
 - Lesbian, Gay, Bisexual and Transgender: 4 organizations
 - Rural Communities: 19 organizations
 - Faith-Based Communities: 12 organizations

PROVIDER EDUCATION GRANT FUNDING OPPORTUNITY

PROVIDER EDUCATION GRANT FUNDING OPPORTUNITY

- Covered California has identified up to \$3 million for the next round of Outreach and Education Grant Application funding.
- Focus will be on funding medical, nurse and other allied health profession associations. The intent is to raise awareness of Covered California among the profession and encourage incorporating consumer education into the provider practice.
- Applicants may request funding from \$500,000 to \$1 million.
- Only **statewide and regional** proposals will be considered.

PROVIDER EDUCATION GRANT FUNDING OPPORTUNITY

Goals and Objectives of the Outreach and Education Grant Program

- Ensure participation of organizations with trusted relationships with uninsured Covered California subsidy eligible populations.
- Ensure that the network of grantees perform the following program priorities collectively and independently:
 - Employ outreach and education techniques likely to increase awareness of the opportunity to enroll in affordable health insurance.
 - Disseminate clear, accurate and consistent messages to target audiences that eliminate barriers, increase interest and motivate consumers to enroll in coverage.

PROVIDER EDUCATION GRANT FUNDING OPPORTUNITY

Target population

- Healthcare Professional Organizations (associations, medical providers and /or other allied professions.)
- Healthcare Professional Organizations who serve California residents that are uninsured or eligible for tax credit subsidies through Covered California.

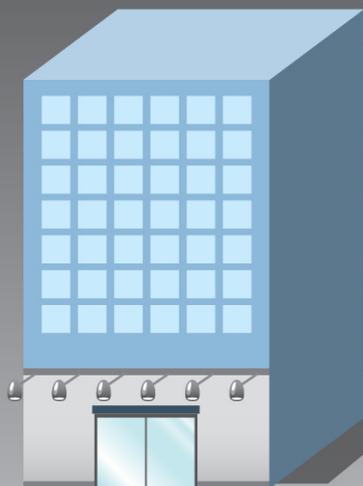
PROVIDER EDUCATION GRANT FUNDING OPPORTUNITY

Eligible Entities

- Statewide associations are eligible to apply.
- Provider academies are also encouraged to apply.
- Statewide or regional organizations that reach an expansive network of healthcare providers will be highly considered (single county proposals will not be considered).
- Entities not eligible to apply as a lead organization can apply as subcontractors.
- Collaborative applications that can extend the reach of a lead organization to targeted healthcare providers and medical professionals are highly encouraged.



Innovative Approaches to Provider Education



Grantee

**Educate
Physicians, Nurses
& other Healthcare
Professionals**

**Educate
Patient**

PROVIDER EDUCATION GRANT FUNDING OPPORTUNITY

Suggested Strategies

- Provide direct education about Covered California to providers, physicians and other healthcare professionals using Continuing Education Units, as an example.
- Disseminate information about Covered California through professional provider networks.
- Deploy a team of trained provider educators to local provider practices and educate staff who have regular consumer contact.
- Create systems for disseminating consumer education information through medical settings, intake or discharge processes.

PROVIDER EDUCATION GRANT FUNDING OPPORTUNITY

Stakeholder Feedback

- What are other innovative and best practice strategies that we should encourage?

Grant Application Timeline

Activity	Date
Stakeholder Webinar	June 3, 2013
Stakeholder Feedback Due	June 6, 2013
Release Draft Application	June 20, 2013 (Board Meeting)
Grant Application Release Date	June 21, 2013
Bidder's Conference Webinar	June 28, 2013
Grant Application Due	July 26, 2013
Grant Application Review and Evaluation	July 29, 2013 - August 9, 2013
Intent to Award Announcement	Late August 2013
Grantees Begin Activities	September 2013



Community Outreach Network



Organizations not awarded grants may apply as an Assister Enrollment Entity and/or participate in the Community Outreach Network.

Next Steps: Stakeholder Feedback

Submit written comments
and suggestions to:

grantinfo@ccgrantsandassistors.org

by 5pm Thursday, June 6, 2013

www.CoveredCA.com



YouTube

