



2015 Navigator and Certified Application Counselor (CAC) Engagement: Strengthening Partnerships

March 12, 2015

Purpose

Increase the number of engaged certified navigators and Certified Application Counselors (CACs) to connect with the highest need communities and continue to reduce the uninsurance rate in Minnesota in 2016.

2015 Roadmap

MNSure's navigator and CAC partners play an essential role in helping us reach uninsured populations and achieve our enrollment goals. As we look towards the next open enrollment period, MNSure is laying out strategies for engaging these valued partners in building a stronger and more successful program. The following information outlines ongoing areas of focus for the next twelve months, with particular emphasis on the next open enrollment period, November 1, 2015 through January 31, 2016. The engagement strategies reflect feedback received from stakeholders.

Sharing and gathering information: MNSure will continue to share policy and program information to support navigators and CACs in their work and gather input to shape short-term and long-term program development.

- **Local forums:** MNSure will organize and convene in-person opportunities during the spring/summer of 2015 so navigators and CACs can provide input to MNSure staff on short-term and long-term program development.
- **On-line surveys:** MNSure will provide the opportunity for navigators and CACs to provide anonymous feedback on the 2015 open enrollment experience and input on changes to the program that are in consideration for 2016.
- **One-Stop website:** MNSure is developing a new website for navigator and CAC partners that will provide enhanced policy and program information and updates.
- **Weekly newsletter:** MNSure will continue our weekly newsletter, the Navigator Communication, to share important and timely policy and program information.
- **Bi-weekly statewide conference calls:** MNSure will continue to convene navigators and CAC partners via bi-weekly conference calls. This is an opportunity for MNSure, DHS and ARC staff to share policy and program information and for assisters to ask questions and offer feedback.

- **Navigator and CAC stakeholder groups:** MNsure will continue to convene these monthly meetings to test ideas and solicit feedback from a representative group of stakeholders.

Strengthening community partnerships: MNsure will further strengthen our relationships with navigator and CAC organizations to expand our capacity to reach uninsured populations, fill gaps in geographic coverage, and build successful regional networks.

- **Community visits:** In-person visits with existing and potential partners to strengthen existing connections and build new ones.
- **Assister networking opportunities:** MNsure will convene our assister partners to help establish relationships in an effort to better meet the needs of the citizens in the geographic areas.
- **Strengthen navigator networks:** MNsure will work with 2016 Navigator Outreach and Enrollment grantees to identify and fill service gaps around the state.
- **Enrollment centers:** Facilitate partnerships between brokers and navigators to provide consumers with a full range of services and support through MNsure's Enrollment Center initiative.

Improving tools and support: MNsure will engage navigators and CACs in the development and implementation of enhanced tools and support to help navigators and CACs successfully enroll consumers in health insurance coverage.

- **Enhanced training:** MNsure will enhance existing certification training, as well as provide training or performance support around any new tools or technology (for example, an assister portal or referral and lead generation tools).
- **Assister Resource Center (ARC):** MNsure will continue to offer a navigators and CACs a resource center with a dedicated phone line to respond to questions, resolve enrollment and technical issues, and provide specialized program support.
- **Text messaging tool:** Text messaging will allow MNsure to provide real time notices on the status of critical operational functions so navigators and CACs can more effectively serve clients.

Engaging during open enrollment: MNsure will provide navigators and CACs with the support they need to successfully reach and assist consumers and meet MNsure's open enrollment goals.

- **Marketing and outreach coordination:** MNsure will engage navigator organizations in developing and implementing MNsure's open enrollment marketing and outreach campaigns to successfully leverage their community connections.
- **Referral and lead generation:** MNsure will work to facilitate connecting consumers with navigator assistance.
- **Troubleshooting:** MNsure will respond to issues raised by navigators and CACs that are impairing their ability to successfully enroll consumers.