

Partnering with Community Health Centers on Outreach and Enrollment Activities

Health centers are playing an essential role in the implementation of the Affordable Care Act. Nationwide, health centers have expanded their current outreach and enrollment assistance activities to facilitate the enrollment of millions of eligible health center patients and service area residents into affordable health insurance coverage through the Health Insurance Marketplaces, Medicaid or the Children's Health Insurance Program.

For more than 45 years, the Health Resources and Services Administration (HRSA)-supported health centers have provided comprehensive, culturally competent, quality primary health care services to medically underserved communities and vulnerable populations. Health centers are community-based and patient-directed organizations that serve populations with limited access to health care.

How are health centers supporting enrollment in the Marketplace and Medicaid?

In July 2013, 1,159 health centers received funding from HRSA to help their uninsured patients and others in their approved service areas gain affordable health insurance coverage. Through outreach into their communities and "in reach" to their uninsured patients, health centers are helping consumers understand their coverage options; determine their eligibility and what financial help they can get; and enroll in new affordable health coverage options through the new Health Insurance Marketplace and through Medicaid and the Children's Health Insurance Program.

Why did HRSA invest in outreach and enrollment?

Health centers have a long history of providing eligibility assistance to patients along with delivering high-quality, primary health care services in communities across the nation and include over 9,000 sites located in every state in the U.S. By facilitating enrollment, health centers are investing in their own future and in the future of their communities.

How can my organization help?

Health centers are looking for partners who can promote the availability of the health center as an enrollment assistance site, partner with them to reach out to uninsured populations who may not yet be aware of the options available to them through shared events, and who may be willing to share space with access to computers to support enrollment assistance (e.g., community college computer labs, libraries). Find resources on Marketplace training materials and presentations at Marketplace.cms.gov.

Are health centers available to help enroll the populations my organization works with?

Yes! Health Centers are available in all 50 states and the District of Columbia to enroll consumers in Health Insurance Marketplace, Medicaid or the Children's Health Insurance Program. Visit <https://localhelp.healthcare.gov/>, to find out who is doing enrollment in your community and which ones have translation services.

How do I find a health center to partner with?

Your first step is to visit <http://findahealthcenter.hrsa.gov/>, to locate the nearest health center in your community. You may also reach out to the Primary Care Association (PCA) in your state to learn what health centers near you are looking for new partners. PCA contact information is available at: <http://bphc.hrsa.gov/technicalassistance/partnerlinks/associations.html>.

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Other ways to support consumers to learn more about affordable insurance options and how to enroll:

- **Become a Champion for Coverage** and help us make sure all Americans can get the care they need, when they need it, at a price they can afford. Get more information and sign up at [Marketplace.cms.gov](https://www.Marketplace.cms.gov).
- **Offer information about new affordable insurance options to people your organization works with.** At [Marketplace.cms.gov](https://www.Marketplace.cms.gov), you can find consumer-focused materials explaining the basics of new affordable insurance coverage. At [Healthcare.gov](https://www.Healthcare.gov), families can find application assistance in their communities, including at health centers.
- **Invite trained speakers to events.** Invite staff from your local health center, local health department, Navigator organization, or other state or local public health or health care organizations to provide expert information on new affordable insurance options, eligibility, and how to get help applying. Visit <http://findahealthcenter.hrsa.gov/> to find the health center closest to you.
- **Post information on the Health Insurance Marketplace on your website or share information through social media.** You can post the [Health Insurance Marketplace](#) widget on your website to link your populations directly to assistance.

For more information about the Marketplace

Visit [HealthCare.gov](https://www.HealthCare.gov) or [CuidadoDeSalud.gov](https://www.CuidadoDeSalud.gov) for consumer information or to enroll in affordable health insurance.

Call the Health Insurance Marketplace Call Center at **1-800-318-2596** (translation assistance is available in over 150 languages) TTY users should call 1-855-889-4325.

Visit [Marketplace.cms.gov](https://www.Marketplace.cms.gov) for Marketplace training, resources for assisters, official Marketplace resources, and other partner materials.