



# Update from the Washington Health Benefit Exchange

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WCOMO

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# One Year Later: Outreach in the Time of COVID

What worked?

What didn't work?

What does the future hold?

# Lead Navigator Organizations



**CHOICE Regional Health Network**  
 Phone: 1-360-539-7576  
 Email: navigator@crhn.org

**Public Health —  
 Seattle & King County**  
 Phone: 1-800-756-5437  
 Email: CHAP@kingcounty.gov

**Better Health Together**  
 Phone: 1-509-381-5566  
 Phone: 1-509-444-8200  
 Email: vivian@BetterHealthTogether.org

**Yakima Neighborhood Health Services**  
 Phone: 1-509-853-2377  
 Email: navigators@ynhs.org

**Tri-Cities Community Health**  
 Phone: 1-509-543-1952  
 Email: EnrollmentHBE@mytcch.org

**Peninsula Community  
 Health Services**  
 Phone: 1-360-377-3776  
 Email: eligibility@pchsweb.org

**SeaMar Community Health Clinics**  
 Phone: 1-855-289-4503  
 Email: seamaripa@seamarchc.org

**Confluence Health/  
 Wenatchee Valley Hospital**  
 Phone: 1-509-433-3383  
 Email: SM\_CH\_Lead\_Org@  
 ConfluenceHealth.org

## **New Ways to Receive Assistance**

Virtual appointments

Phone assistance

Toll-free numbers to route calls to local navigators

Online scheduling with navigators

# Outreach Methods

- Word of mouth
- Commercials
- Ads in ethnic newspapers
- Partnering with school districts
- Coordination across programs
- Outdoor enrollment events
- Partnering with COVID testing and vaccine sites
- Working with local community organizations
- Surveying community members
- Social media advertisements
- Partnering with food banks and other services
- Partnering with community leaders to host virtual enrollment info sessions

# Open Enrollment 8

Nov. 1, 2020 – Jan. 15, 2021

Cascade Care: More Options!

Robust Assister Network

- 750+ Navigators & Certified Application Counselors
- 90+ Tribal Assisters
- 1500+ Certified Producers
- 11 Enrollment Centers

# Navigator In-Service Training Event: October 13-15 2020

- One virtual event for all navigators
- Theme: Navigating the New Normal
- All navigators received the same information statewide
- Focused on health equity
- Community-based panels:
  - American Indian/Alaskan Native: Outreach to Urban Indians
  - Barriers to access within the LGBTQ+
  - Serving the Latinx/Hispanic community
  - Racism is a Public Health Crisis
- Positive feedback from attendees:
  - *“Thank you, great presentations!”*
  - *“I strongly believe that bringing our organizations together to continue to bring solutions to our communities in the way of building capacity and creating awareness is of great importance and need!”*
  - *“The information shared was very relevant to the work we do and provided a better understanding of terminology.”*
  - *“Great investment of my time!”*



# Main Takeaways From OE8

- Affordability remained an issue
- Customers overwhelmed with plan options in some areas
- Customers were familiar with Cascade Care as a term though did not understand what it meant for their coverage options prior to OE
- Virtual Assistance was highly utilized in some areas of the state but not all areas
- Combination of virtual and “old school” outreach was successful



## Looking Ahead

Public Health Emergency  
Special Enrollment Period  
- Now through May 15

American Rescue  
Plan Implementation



[WWW.WAHEALTHPLANFINDER.ORG](http://WWW.WAHEALTHPLANFINDER.ORG) | [WWW.WAHBEXCHANGE.ORG](http://WWW.WAHBEXCHANGE.ORG)