



**Connecting Millions of Americans
with Health Coverage**

The 2013-2014 Opportunity

Enroll America will help deliver on the promise of affordable health care for millions of Americans

Our Mission

Maximize the number of uninsured Americans who enroll in health coverage made available by the Affordable Care Act



Enroll America will execute a national, coalition-based education and enrollment campaign using proven, cutting-edge engagement strategies

Tailored tactics to reach key groups, such as young people



5 Clusters of targets in our research



Uninsured, Unnecessary & Uninterested

- 71% uninsured, most >2 years
- Only 22% consider health insurance necessary
- Skeptical that they could find affordable coverage in 2014
- Good news: this group is moveable



Top motivators

- Financial security
- Finding a plan to fit budget
- Individual mandate

Best messengers

- Family
- Friends
- Doctor

Reluctant but Reachable



Best messengers

- Doctor
- Someone like them who has tried it
- Someone from health agency

- 64% uninsured, most have tried to find coverage
- Young, low-income, least educated, many have young children in Medicaid/CHIP
- Majority (71%) consider health coverage necessary
- “Soft” believers, can be moved when told more about new options

Top motivators

- Reliable coverage
- Financial security
- Finding a plan to fit budget

Desperate & Believing

Best messengers

- Medicaid office
- Federal/state government official
- Doctor



- Poorest, sickest, least educated
- 1/3 receive SNAP benefits
- Strongest interest, least skepticism in new coverage options
- Not aware of new options, but instantly interested when told

Top motivators

- Financial security
- Finding a plan that fits their budget
- Mandate

Connected, Low-Income Women

- Well-connected to Medicaid (themselves or their children)
- Nearly half (48%) receive SNAP benefits
- Many in fair/poor health, have chronic health conditions
- Interested in new coverage options, but skeptical about costs

Top motivators

- Plan will be there for them when they need it
- Financial security
- Find a plan that fits their budget

Best messengers

- Someone like them who has tried it
- Medicaid office
- Federal/state government agency



Four key facts to reach most uninsured

All insurance plans will have to cover doctor visits, hospitalizations, maternity care, emergency room care, and prescriptions.

You might be able to get financial help to pay for a health insurance plan.

One of these =
top message
for **89%** of
population

If you have a pre-existing condition, insurance plans cannot deny you coverage.

All insurance plans will have to show the costs and what is covered in simple language with no fine print.

Key Findings

Almost all (91%) believe health insurance is necessary or very important.

Cost and affordability are the biggest barriers.

Financial & health security are the biggest motivators.

Deep skepticism & confusion among consumers.

Public perceptions

75%

Three out of four of the newly eligible want in-person assistance to learn about and enroll in coverage.

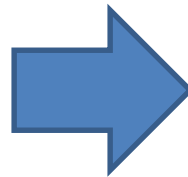
Help gets them
from here...

Confused

Overwhelmed

Worried

Helpless



...to here.

Secure

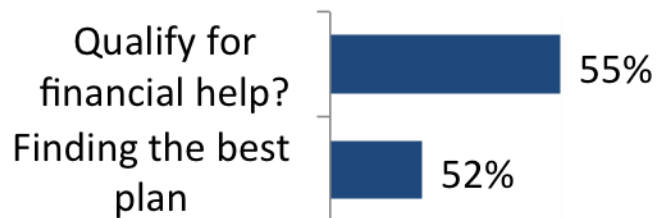
Confident

Reassured

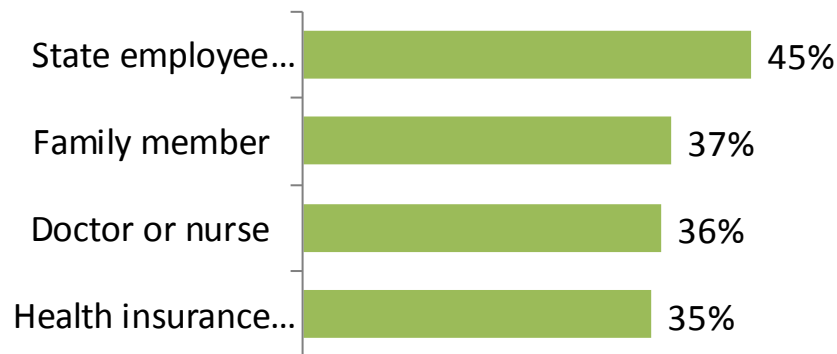
Source: *Enroll America*,
November 2012

Help, I Need Somebody!

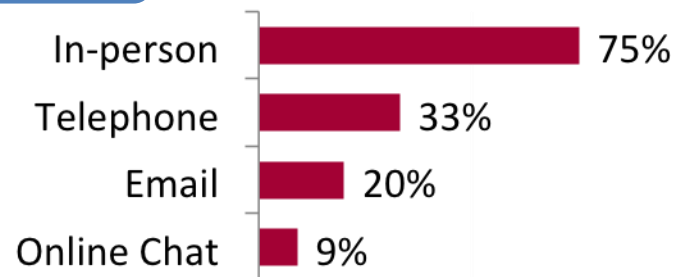
What Kind?



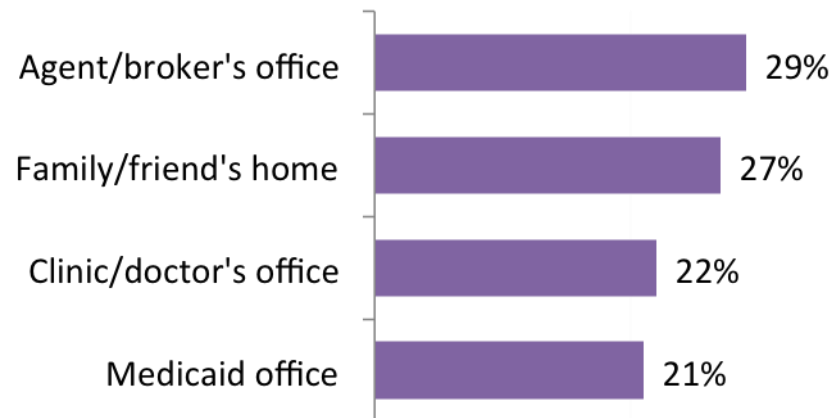
From Whom?



How?



Where?



Source: Enroll America, November 2012

Questions?



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