

Affordable Care Act

ACCESS:

Plan options available for all

ASSISTANCE:

Financial help - tax credits & cost sharing

Free, objective help available to enroll

MOTIVATION:

Benefits of coverage

Penalties for not having coverage




2013: Commitment to Act

Expanding Coverage Initiative

- Reduce the uninsured rate in Missouri to less than 5 percent in five years.



Missouri Foundation
for Health
missourifoundation.org




COVER MISSOURI

The Expanding Coverage Initiative convened the statewide Cover Missouri Coalition to provide resources, share learning, and create a collaborative network for the individuals and organizations across the state working to reduce the number of uninsured.


[LEARN MORE](#)

THREE KEY STRATEGIES:




AWARENESS

Creating awareness about the Missouri Health Insurance Marketplace and financial help



ENROLLMENT

Enrolling individuals, families, and small businesses in health insurance options available through the Marketplace and Missouri's Medicaid program



HEALTH INSURANCE LITERACY


Building health insurance literacy among consumers to help them understand how to get, pay for, and use their health insurance

Progress in Missouri

290,201 Enrolled for 2016

11.4% Uninsured rate

900+ Cover Missouri members



Targeted Awareness & Outreach

Groups With High Uninsured Rates

- African-Americans
- Latinos
- Lesbian, Gay, Bisexual, Transgender
- People in rural settings
- People in the Coverage Gap



Barriers to Enrollment

Messages, Motivators, Methods

- Right information, right time, right messenger
- What will make a person take action to get covered?
- Affordability for certain consumers



What's Working?

Grassroots Outreach to Maximize Enrollment (GOME)

- Use of trusted position with key audiences

Cover Missouri Coalition regional hubs

- Network of assisters working together

Specialized services

- International Institute of St. Louis
- ACCESS Project at Saint Louis Effort for AIDS



Next Steps

Learn more/join the Coalition

- <http://covermissouri.org/>

Find local help

- Call Center 1-800-466-3213
- Assister locator & scheduler
<https://findlocalhelp.covermissouri.org/>

Connect



*Happy to hear
from you.*

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