

Helping Delawareans Get Covered and Stay Covered

Lolita Lopez, FACHE

President & CEO

Westside Family Healthcare

Maggie Norris Bent, MPA

Director of External Affairs

Westside Family Healthcare



ChooseHealth
DELAWARE

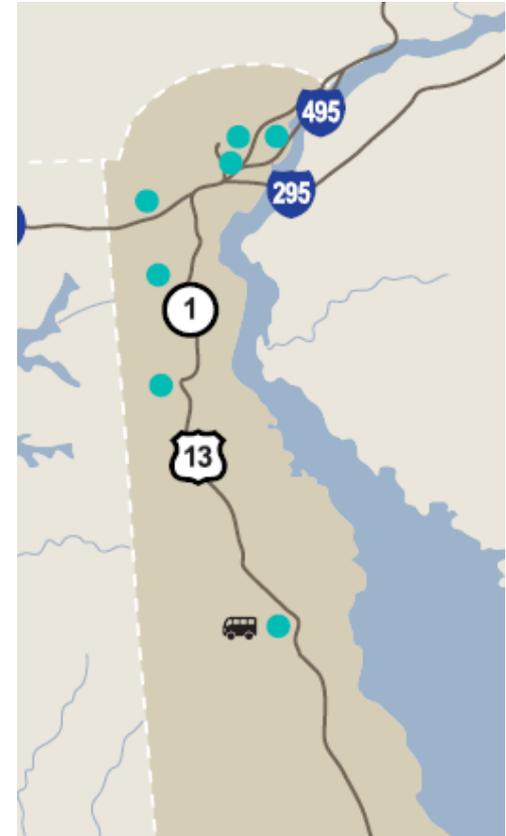
Overview

- Westside Basics
- Program Basics & Strategy
- Locations for In Person Assistance
- Assistance Referrals



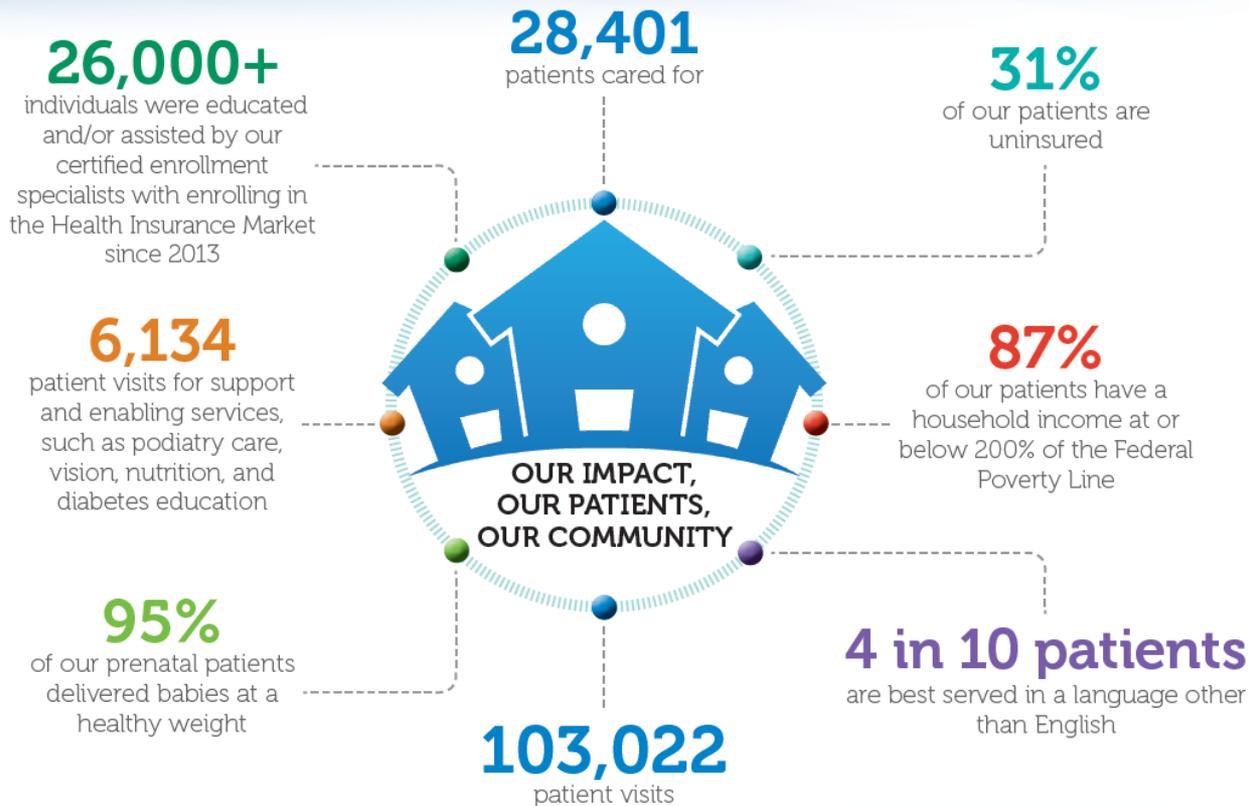
Who we are

- Federally Qualified Health Center
- Joint Commission Accredited since 2000
- Primary Care Medical Home Certified by the Joint Commission since 2012
- 6 Health Centers
- 2 Dental Practices
- 1 Mobile Health Unit
- Marketplace enrollment assistance since 2013

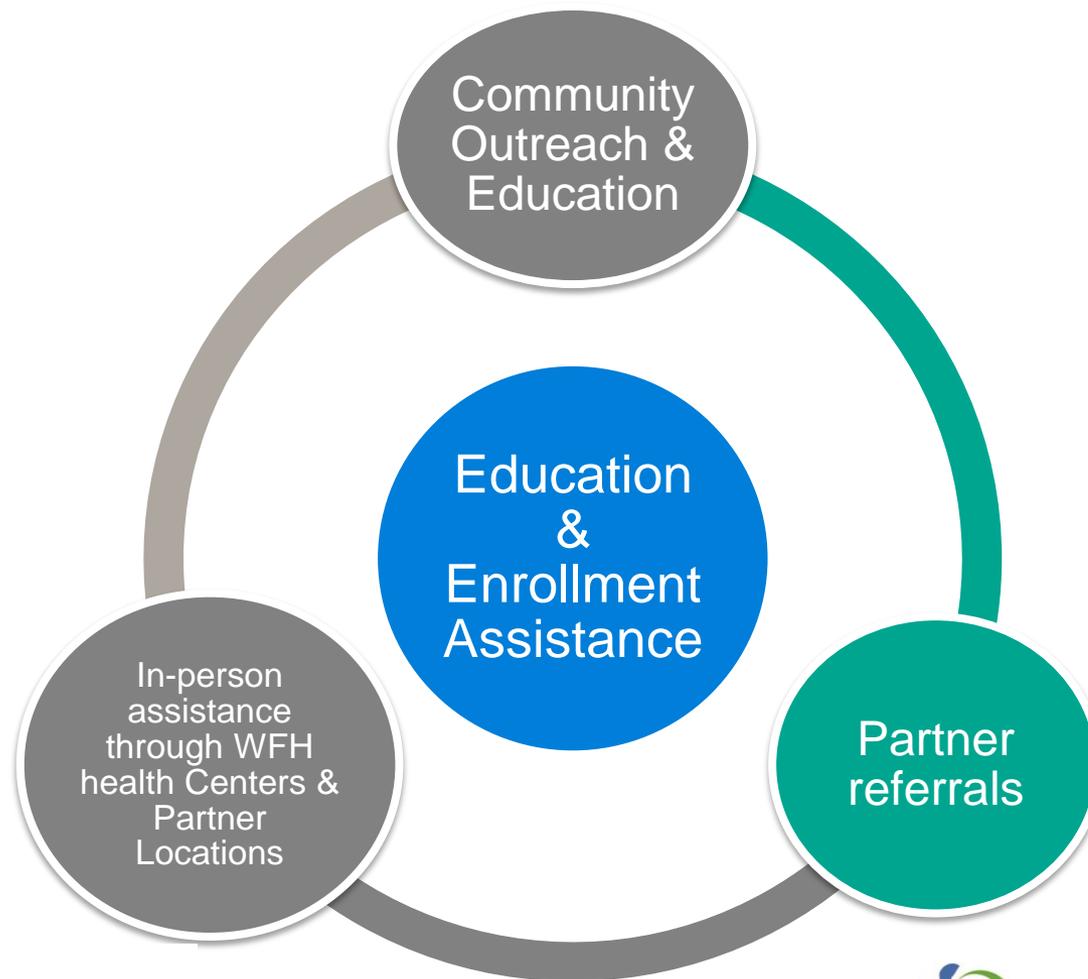


Who we serve

2014 Patient Impact and Demographics



Enrollment Program Strategy



Role of Assisters

- **Identify** individuals/families who may be eligible for the marketplace and Medicaid expansion
- **Educate** individuals/families on the importance of primary, preventative care and the value of health insurance
- **Assist** individuals/families with the application and enrollment process (1 hour on average to complete)
- **Connect** individuals/families back to care

Westside's Assister Profile

- Statewide Assistance Support
- 9.5 FTE Enrollment Specialists
- Certified through **Federal Navigator** and **Certified Application Counselor** Program
- Bilingual Assisters
 - Spanish (7 assisters)
 - Haitian Creole (1 assister)
- Participate in on-going training



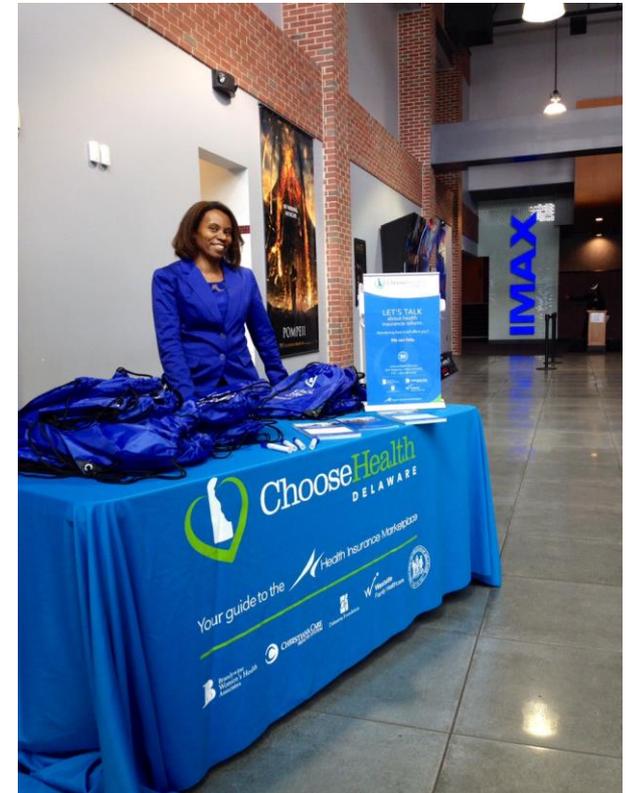
Locations for Assistance

- **Westside Family Healthcare**
 - Appointments available during hours of operation for patients and non patients
 - Special evening and weekend drop in sessions – no appointment needed
 - Tuesdays – Newark Health Center
 - Wednesdays – Dover Health Center
 - Thursdays – Bear & Wilmington Health Centers
 - Saturdays – Bear & Wilmington Health Centers
 - Every other Saturday – Middletown Health Center



Locations for Assistance

- Christiana Care – Wilmington and Newark Campuses
- Dover Public Library
- Kent County Library
- Dover DMV
- Department of Unemployment and Training
- Nanticoke Health Services
- Community Health & Resource Fairs as requested



Partner Referral Processes

- Unique to each partner's preferences
- Educate partner staff members on the basics
- Deploy strategy that works best for the agency:
 - Share forms that include consent from consumer
 - Partners share contact information with client/patient



Choose Health
DELAWARE
Your guide to the Health Insurance Marketplace

Want to learn more about your health insurance options?

If you're thinking about enrolling in health insurance through the Health Insurance Marketplace, sign up to get more information from Choose Health Delaware. Choose Health Delaware is the free Official State Program that will help you understand health insurance reform and the Health Insurance Marketplace – where you can compare insurance plans and prices side by side and choose the one that's right for your needs and budget. By providing your information below, you'll get updates and, if you choose, be contacted by a Marketplace Guide who can answer all your questions and walk you through the enrollment process.

Here's what you should know:

- Financial help is available for many.
- You can get free help with your application online, by phone, or in person to better understand your options.
- If you missed the deadline to get covered, certain changes in your life (like getting married, having a baby, or moving) could allow you to sign up for a special enrollment period.
- We'll be in touch about important dates, and we'll send you more information about your health insurance options so you'll be ready to get covered.

YES, I _____
(signature)

want to learn about my health coverage options.

NAME _____

EMAIL ADDRESS _____

ADDRESS _____

CITY _____ ZIP _____

PHONE _____

PLEASE ADD ME TO YOUR MAILING LIST.

I WOULD LIKE TO BE CONTACTED BY A MARKETPLACE GUIDE.

I BELIEVE I AM AFFECTED BY A LIFE CHANGE.

We take every precaution to protect your personal information at all times. In the future, we may reach out to survey you about Marketplace-related topics. We will never share your information with anyone not connected with our organization. Also, we will not sell or rent your personal information to anyone outside of our contracted organizations.



Health Insurance Marketplace

Scheduling Appointments

- Scheduling Phone Numbers:
 - New Castle County: 302-472-8655
 - Kent and Sussex Counties: 302-678-2205
- Email Contact
 - enrollment@westsidehealth.org
- Appointments available at WFH health centers and in the community

Program Contact Information

Tina Gaffney, *Manager of Enrollment Services*

Tina.Gaffney@westsidehealth.org

Kristen Isaac, MPH, *Outreach Coordinator*

Kristen.Isaac@westsidehealth.org

Sandra Montalvan, *Lead Enrollment Specialist*

Sandra.Montalvan@westsidehealth.org

Questions?

Maggie Norris Bent, MPA,
Director of External Affairs

Maggie.Norris@westsidehealth.org