

# ACA Implementation Fund Grants 2015 - 2016

JACQUIE ANDERSON  
CHIEF OPERATING OFFICER



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# Strategic Issues

## CLOSE THE COVERAGE GAP



HealthPlan  
Exchange  
HIX  
Public Marketplace  
Benefit  
Health Insurance  
Private  
HIM  
Navigator



Quality Of Services In A  
Sustainable Way

# Strategic Issues

## Closing the (Medicaid/Coverage) Gap

- A critical priority in terms of racial, ethnic and economic health disparities and economic security for lower income people.
- Close the coverage gap, by insuring that states accept the federal dollars set aside to extend Medicaid to low-income adults, and
- In states that expand Medicaid through a waiver, to insure the waiver does not undermine the goal of covering more low-income, uninsured individuals, and minimizes barriers to access including financial or other burdens.

## Health System Transformation

- The finance and delivery reforms' success will strongly affect sustainability for the new coverage provisions of the ACA.
- A well-supported consumer agenda on health system transformation along with best practice models for engaging providers, consumers and health plans;
- Mobilized senior and vulnerable older adult constituency groups (caregivers, disabled, minority and low income), with consumer leaders from these groups engaged in health system transformation;
- Increased consumer involvement in the design and implementation of health system transformation at the policy and/or delivery system level

# Strategic Issues (cont.)

## Marketplace Issues

- Insurers are responding to increased competitive pressure by taking actions that will impact the ability of people to obtain care (narrow networks, changing benefit designs, employ selective marketing)
- King vs Burwell: potential issue depending on the outcome of the Supreme Court decision

## “Fix the ACA” A Communication Approach

- Americans want Congress to improve the law rather than repeal it.
- We need to frame the discussion to protect the law by focusing on what needs to be fixed.
- Messaging for positive improvements to the ACA and against negative “fixes” being pursued by opponents of reform.

# The Strategic Approach

## Closing the (Medicaid/Coverage) Gap

- A strong campaign approach with the expectation to adjust to a rapidly changing environment
  - Legislative advocacy (includes legislative rapid response, grassroots lobbying and direct lobbying) paid with C4 dollars from the CCAF
  - Policy research
  - Communications (including earned, social and paid media)
  - Public education, organizing and mobilizing
  - Convening and coordinating a broad base of partners

## Marketplace and Health System Transformation

- The level of attention to each strategy will differ, but will include:
  - Coalition building/relationship development
  - Communications/message development
  - Communication: earned, paid and social media work
  - Grassroots mobilization and engagement
  - Policy advocacy

# Target Constituencies



# Potential Target States



# ***Preliminary Thinking on Potential Target States***

## **Closing the (Medicaid/Coverage) Gap**

- Alabama, Florida, Georgia, North Carolina, Tennessee, Texas, Louisiana\*, Utah, Maine, Nebraska, New Hampshire, Arkansas

## **Health System Transformation**

- Maryland, Alabama, Oregon, Massachusetts, Michigan, New York, Ohio, Rhode island, Washington

## **Marketplace Issues**

- Colorado, Minnesota, Washington, Oregon, Massachusetts, New York

## **Fix it Pilot States**

- ???



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