

**Barriers to Enrollment as reported by MS CHCs as of 11/13/13 include:**

- 1) challenges with consumers and Certified Application Counselors (CACs) accessing healthcare.gov website;
- 2) encountering an individual they cannot help due to MS being a non-Medicaid Expansion state;
- 3) insurance options limited to one Qualified Health Plan (QHP);
- 4) QHP does not offer a catastrophic plan;
- 5) lack of clear communication between HHS/HRSA/BPHC/CMS/DHS/DOI/ CHC CACs and Navigators;
- 6) Delayed certification training due to untimely processing of CACO application;
- 7) CHC CAC staff turnover;
- 8) negative public perception of the Affordable Care Act (ACA), sometimes called “Obamacare”;
- 9) access to internet in rural areas;
- 10) Widespread misinformation about the ACA;
- 11) lack of a process to provide feedback concerning the outcome/success of a submitted, paper application; and
- 12) requirement of an email account to enroll via the healthcare.gov website.

**Strategies Provided by CHCs to Overcome Enrollment Barriers as of 11/13/13 include:**

- 1) developing creative strategies to inform the uninsured among current patient census;
- 2) locating CACs’ offices in medical mall locations;
- 3) educating current staff throughout the health center’s clinical sites;
- 4) education of and coordination/collaboration with existing partners;
- 5) effectively using media outlets to promote enrollment including local television and radio stations and newspapers including dailies, weeklies and free/community newsletters;
- 6) establishing a call center with a toll free number and offering an onsite area fully equipped with internet accessible laptops in clinic sites; and
- 7) integrating Outreach and Enrollment (O&E) activities into the on-going, internal clinic operations (in-reach) as well as during local community’s events/festivals (outreach).