

Michigan Primary Care Association Children's Health Insurance Outreach and Enrollment Initiative



The Basics:

- The Michigan Primary Care Association (MPCA) and the Michigan Association of United Ways (MAUW) are working together to enroll eligible children in low-cost and free health insurance programs and to increase the number of accessible, user-friendly enrollment and information sites in communities throughout the state of Michigan.
- We've concentrated AmeriCorps Community Navigators in key areas across the state including Wayne, Oakland, Macomb, Jackson, Genesee, Ingham, Kalamazoo, & Berrien Counties to enroll children in health insurance both in-person and over-the-phone to meet the needs of working families.
- Community Navigators collaborate with a diverse range of partners to identify high need areas and utilize the best outreach and enrollment strategies for each community.
- Our outreach philosophy looks at the "complete person", not only enrolling families in quality health coverage programs but helping them submit verification documents, better understand their benefits, find a medical home and get referrals for other helpful programs and services.
- More information on our program and a directory of local Community Navigators is available on our website at www.mpca.net/enroll.html.

Working Together:

- Our efforts rely on local partners- organizations in communities across Michigan who can help get Michigan children covered by partnering with regional Community Navigators.
- While the partnership possibilities are vast, we'd like to suggest the following as opportunities to consider:
 - **Disperse flyers on low-cost and free children's health insurance programs in your local sites.** MPCA will provide as many flyers as you need to give to the clients you serve; these flyers share information about the programs available and give clients contact information for their local Community Navigator. Examples of the free flyers and other materials we have available are on our website at www.mpca.net/freematerials.html. Email Phillip Bergquist, pbergquist@mpca.net, to request free materials.
 - **Actively refer clients to MPCA for enrollment in low-cost and free children's health insurance.** Many organizations already have an intake and screening process in place, incorporating a very brief eligibility pre-screen for health insurance is an easy service to add. All children in families below 200% of the Federal Poverty Level qualify for health insurance and by asking one or two simple questions and referring the family to our Navigators for enrollment we can better link kids to coverage. (The [MARS](#) system is a great tool as well.) Email Phillip Bergquist, pbergquist@mpca.net, for more information.
 - **Provide space and promotion for on-site enrollment activities.** If your organization has local sites that serve large numbers of potentially eligible families we'd be happy to set up times for our Community Navigators to provide on-site information and enrollment. Contact the Community Navigator in your area to schedule these opportunities today.
 - **Provide on-site enrollment.** MPCA would be happy to provide training for your staff and volunteers if you are interested in providing health insurance enrollment (HealthyKids, MIChild, Pregnant Women, PlanFirst) for your clients. Email Phillip Bergquist, pbergquist@mpca.net, for more information.