



Forum on Rural Population Health

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Expanding Access to Affordable Health Coverage Through Community Partnerships

Carolyn Bane | Lead Outreach and Education Coordinator
Amy Coven | Communications and Public Engagement Analyst
Oregon Health Insurance Marketplace

Genentech
A Member of the Roche Group



Oregon Health Authority's Strategic Goal



This means:

Ensure 100% of people in Oregon have easy access to affordable healthcare, prioritizing communities most harmed by health inequities.

Health coverage options in Oregon

Public programs

OHP Plus



OHP Bridge



Medicare

For individuals
65+ and with
certain
disabilities

VA benefits

For service
members and
their family
members who
qualify

Private health insurance

**Employer-
sponsored
coverage
and
COBRA**

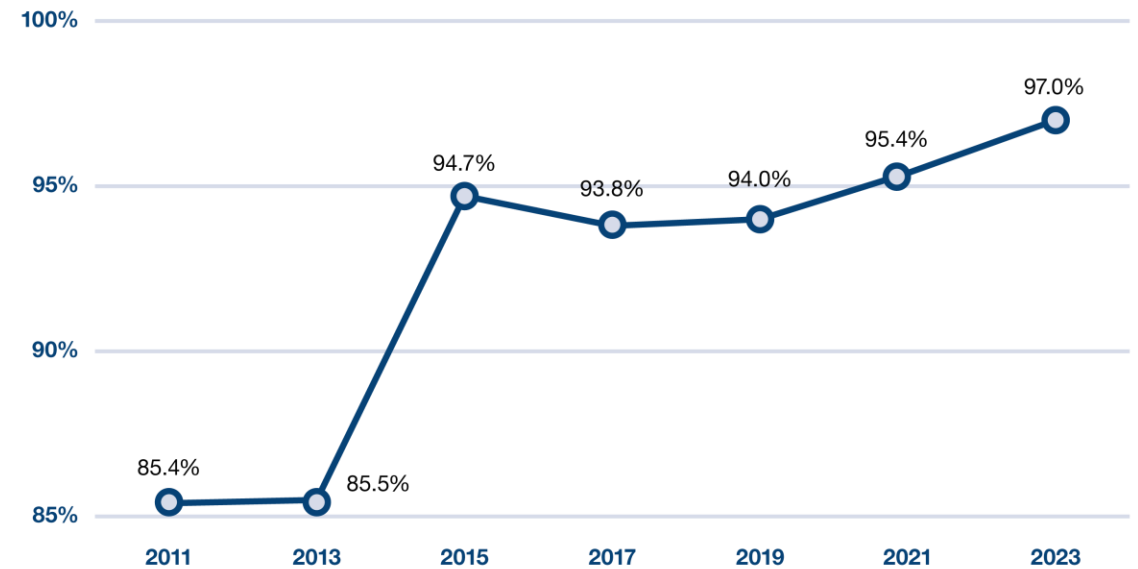
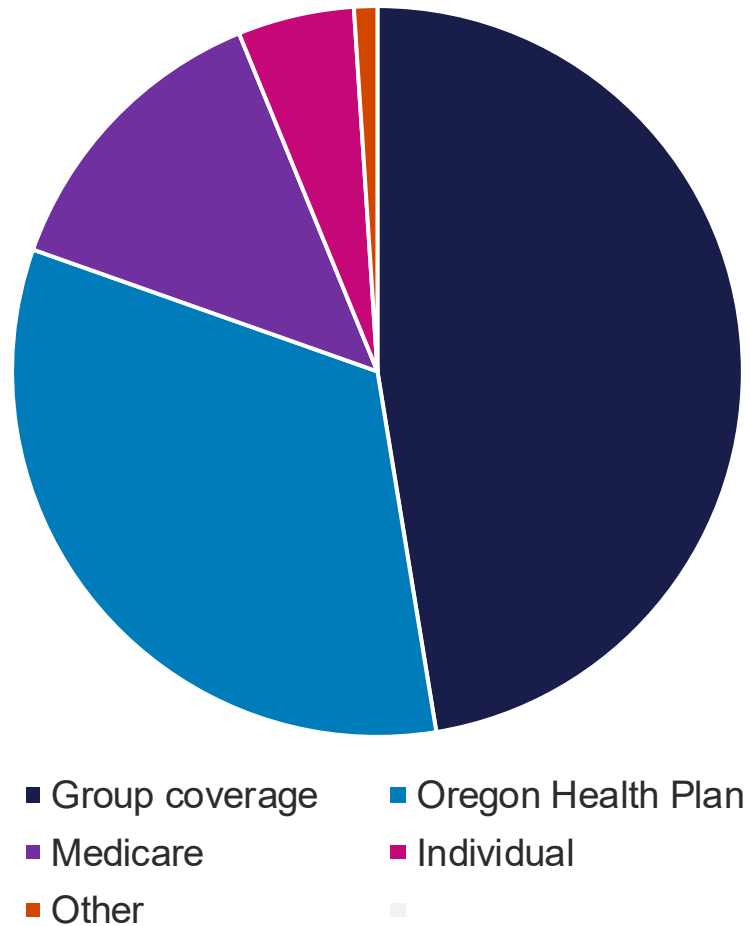
**Direct
purchase**

**Oregon
Health
Insurance
Marketplace**

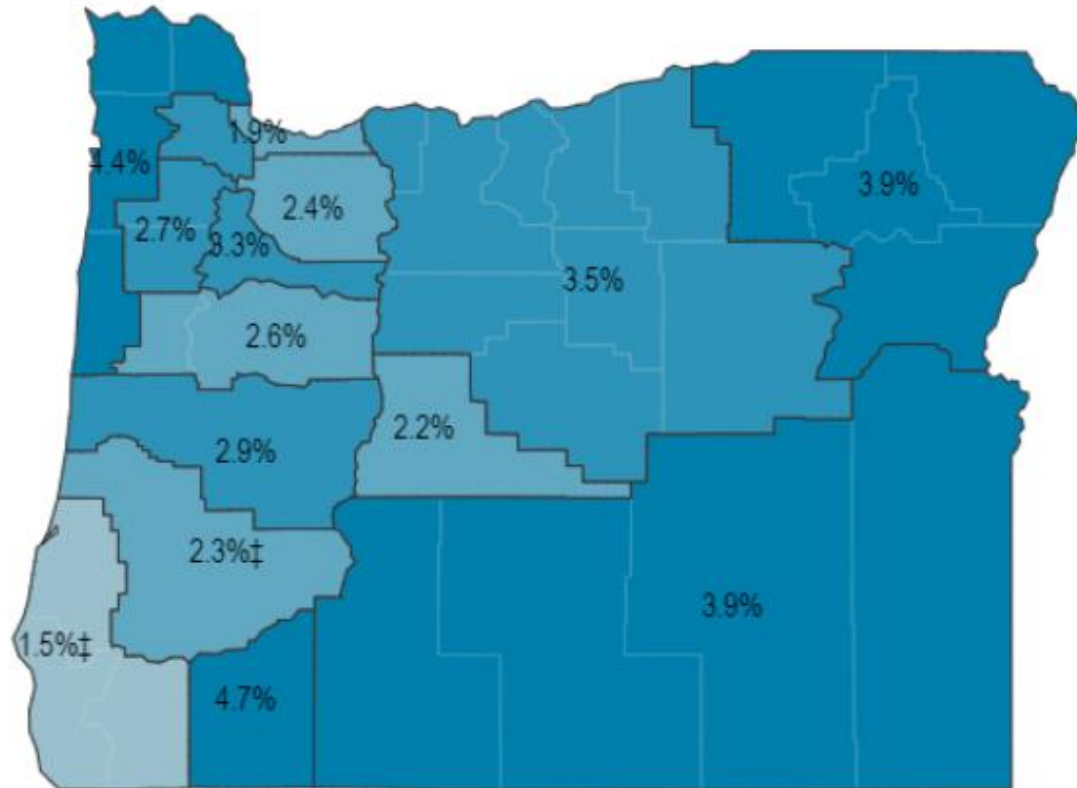


The Marketplace is the only place where individuals who purchase health coverage may get financial help!

In 2023, 97% of people in Oregon reported having health insurance



Uninsurance rates vary geographically



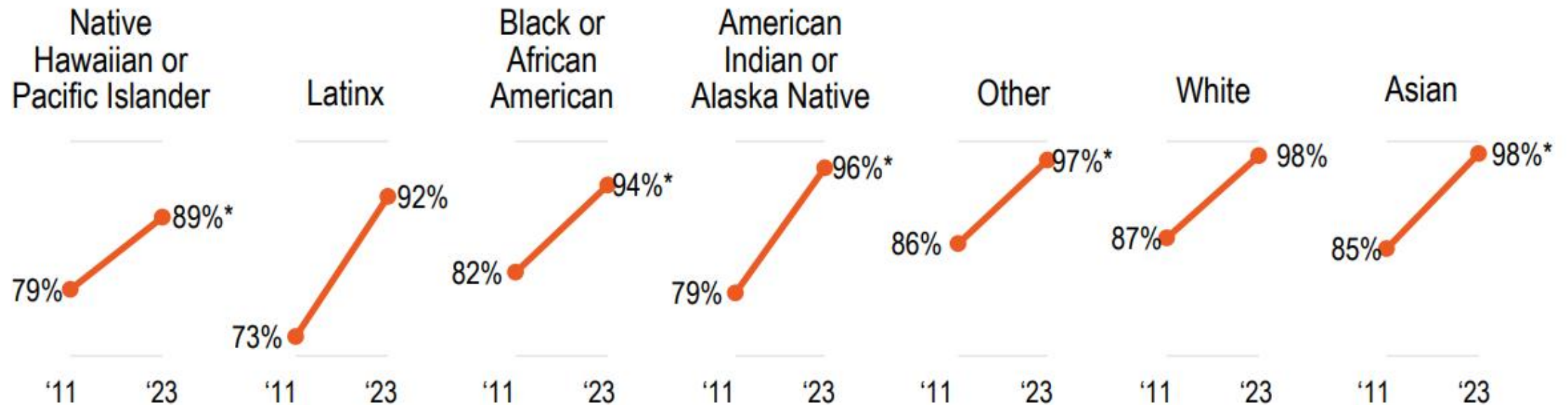
Regions along the north coast, eastern, and parts of southern Oregon have higher uninsurance rates.

Did you know?

Among people who were uninsured, about **1 in 3** statewide were probably **eligible for OHP** and could have received free coverage!

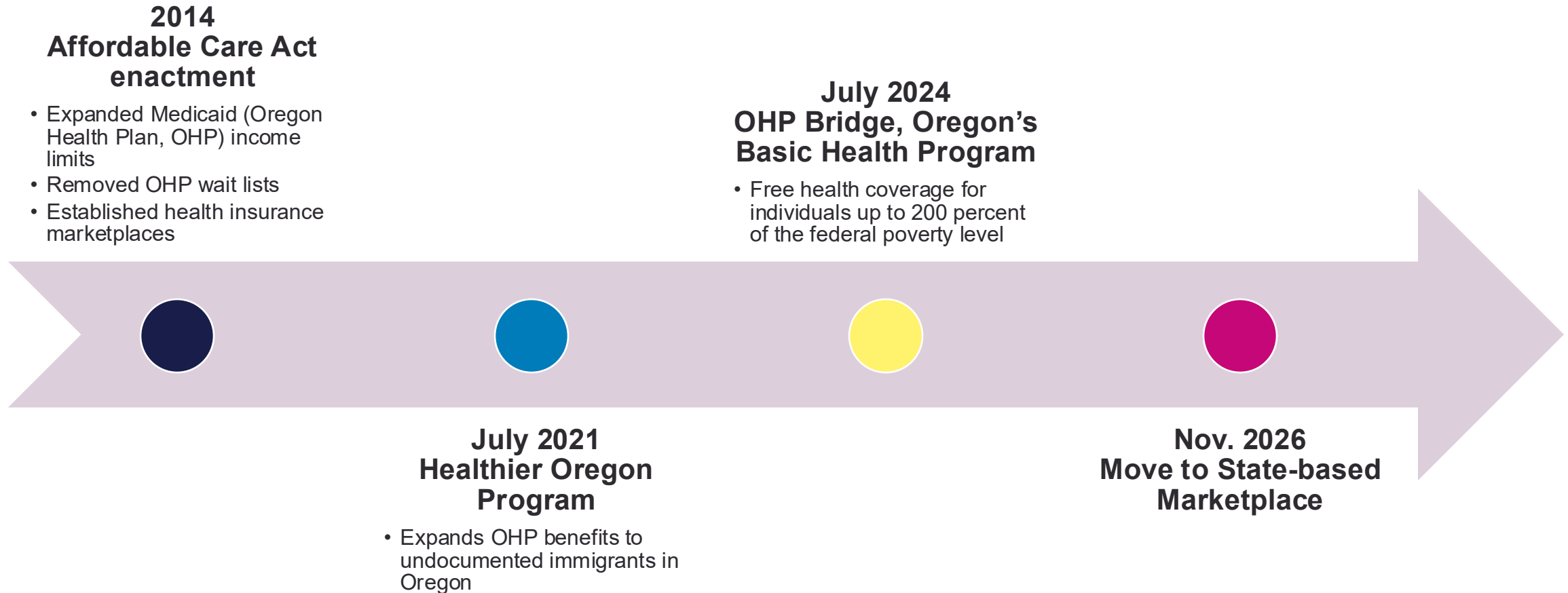
The coverage gap has narrowed since 2011 by race and ethnicity...

...but there is work left to be done to eliminate health inequities.



* Exact values should be interpreted with caution because of small sample sizes. Results for Middle Eastern or North African respondents are suppressed, i.e., estimates are not shown due to small sample sizes.

How we got to 97% enrollment in health coverage





Marketplace Outreach Strategies



Community-Based Organizations

Partnerships

- Application Assisters
- Marketplace Referrals
- Health Literacy Education

Grants

- Outreach
- Education
- Enrollment

Conduits of Information

- Non-health Service Providers
- Sources of Information

Tribal Outreach



Expanding
Health Literacy



Educating
about Tribal
Savings
Programs



Tribal-Specific
Training
Program



Attending Tribal
Meetings



Tabling at and
Sponsoring
Tribal Events

General Outreach



Providing printed publications to resource centers at libraries, community centers, and other information centers and routinely updating materials



Making connections and building partnerships with hospitals, local businesses, and community leaders



Work with advocates for specific communities



Sponsoring and tabling at community events (health related or not)



Attending networking meetings



Hosting informational webinars

State Agency Partnerships

Oregon Employment Department

Rapid Response Sessions
Communicating with Oregon Employers

Department of Motor Vehicles

Direct outreach to individuals who recently turned 26

Oregon Health Authority

Direct outreach to individuals who are licensed with the Health Licensing Office
Close partnership with Community Partner Outreach Program (CPOP)

Department of Early Learning and Care

Direct outreach to Early Learning and Care providers
Providing information to providers for families

Department of Veteran's Affairs

Collaborate on health coverage information for veterans and their families

Department of Consumer and Business Services

Certifies health plans annually
Resolves consumer complaints against insurance companies and agents

Department of Human Services

Senior Health Insurance Benefits Assistance (SHIBA) Program collaboration for health coverage information for Medicare recipients

School Outreach Campaigns

- Annual campaign to educate parents, guardians and students about health coverage options and open enrollment
- Sponsoring school sports, hanging banners on sports fields and in gymnasiums
- Sponsoring school events and tabling at resource fairs

There's a health coverage option for you!

¡Hay una opción de cobertura médica para usted!

Find coverage for you and your family.

- Oregon Health Plan (OHP) Plus is available to low income kids and adults regardless of immigration status. Coverage is free and includes mental health, routine dental, and physical health.
- OHP Bridge is now available to adults with income above OHP Plus income limits. Coverage is free and similar to OHP Plus.
- Marketplace health coverage is available - often with financial help. Your cost depends on your income, age, where you live, and the plan you choose.

See what coverage you can get at OregonHealthCare.gov.

Coverage you can count on.

No matter what coverage option is available to you, you can count on coverage that will be there when you need it. All plans available through OHP Plus, OHP Bridge, and the Marketplace cover:

- Immunizations
- Wellness check-ups and preventive care
- Maternity and newborn care
- Mental health care and substance abuse treatment
- Prescription drug coverage
- Reproductive health services

All care through OHP Plus and OHP Bridge is free. Cost sharing may apply to Marketplace plans.

Encuentre cobertura para usted y su familia.

Plan de Salud de Oregon (OHP) Plus está disponible para niños y adultos de bajos ingresos, independientemente de su estatus migratorio. La cobertura es gratuita e incluye de rutina y salud física.

• **Puente a OHP** ahora está disponible para adultos con ingresos superiores a los de OHP Plus. La cobertura es gratuita y similar a OHP Plus.

• **La cobertura de salud del Mercado** está disponible - a menudo con ayuda financiera. Su costo depende de sus ingresos, edad, lugar donde vive y el plan que elija.

Vea qué cobertura puede obtener en CuidadoDeSalud.Oregon.gov.

Una cobertura con la que puede contar.

Independientemente de la opción de cobertura que esté disponible para usted, puede contar con una cobertura que estará ahí cuando la necesite. Todos los planes disponibles a través de OHP Plus, Puente a OHP y el Mercado cubren:

- Vacunas
- Cheques de bienestar y cuidados preventivos
- Atención durante la maternidad y al recién nacido
- Tratamiento de salud mental y sustancias
- Cobertura de medicamentos recetados
- Servicios de salud reproductiva

Toda la atención a través de OHP Plus y Puente a OHP es gratuita. Es posible que se apliquen costos compartidos a los planes del Mercado.

Hay ayuda local gratuita disponible.

¿Necesita ayuda para comenzar y solicitar cobertura? ¿No está seguro de cómo presentar la solicitud o qué plan es mejor para usted?

Hay ayuda local disponible de expertos en cobertura de salud cerca de usted, y toda la ayuda es gratuita!

Encuentre un experto local en CuidadoDeSalud.Oregon.gov.

Contact us OregonHealthCare.gov || Info.marketplace@oha.oregon.gov 855-268-3767 (all relay calls accepted)

Contáctenos CuidadoDeSalud.Oregon.gov || Info.marketplace@oha.oregon.gov 855-268-3767 (se aceptan todas las llamadas de retransmisión)

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Other Partnerships

- County Clerks Offices: Share information in packets with marriage licenses
- OEBC and PEBC: Direct outreach to individuals who are losing coverage through OEBC/PEBC
- Hospitals: Providing Marketplace information to uninsured or underinsured individuals

Marketing and Social Media Outreach

- Community-specific marketing tactics to reach priority audiences and communities
 - Example: Gas pump toppers in eastern Oregon rather than bus ads, like ran in urban areas
- Advertisements in-language in culturally-specific publications
- Transcreated (not just translated) publications
- Social media posts and stories in both English and Spanish, often created and posted in real-time by bilingual/bicultural team members



Strategies you can use



Strategies to increase enrollment



Building health literacy through presentations, publications, media, and guest articles



Sponsoring and tabling at community events to build program awareness



Information sharing at local community-based organizations and resource centers

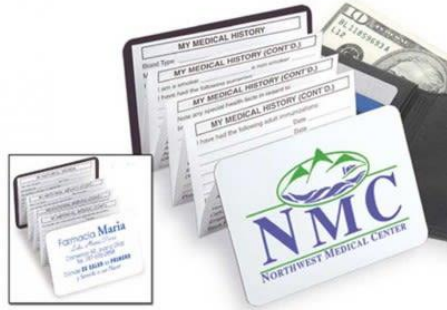


Partnerships with insurance agents, application assisters, CBOs, and providers

Tips to collaborate with the state and CBOs

Learn	Stay up on health policy changes impacting coverage and care
Vendor	Participate as a vendor in a resource fair
Prescreen	Deputize office staff to prescreen individuals for health coverage programs and offer referrals to application assistance
Refer	Build partnerships with organizations and insurance agents who provide one-on-one application and enrollment assistance for easy referrals
Partner	Partner with Marketplace outreach and education coordinator for local support • Find yours at orhim.info/outreach or stop by our table!

How you can help



- Ensure patients are taking advantage of preventive care services
- Ensure patients understand Explanation of Benefits and track health care
 - Offer branded personal medical record logs to patients
- Hang posters and flyers around your office to promote health coverage programs and open enrollment
- Offer health literacy materials to individuals
 - Coverage to Care materials: orhim.info/c2cMaterials
 - Order free printed materials at orhim.info/resources

Questions?

Thank you

You can get this document in other languages, large print, braille or a format you prefer free of charge. Contact the Oregon Health Insurance Marketplace at info.marketplace@oha.oregon.gov or 855-268-3767. We accept all relay calls.

Health Policy and Analytics Division
Oregon Health Insurance Marketplace
500 Summer Street E-56
Salem, OR 97301
855-268-3767

OregonHealthCare.gov | CuidadoDeSalud.Oregon.gov





Thank you to the 2025 Forum partners!

Forum on Rural
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