# The Affordable Care Act and the Opportunity for San Francisco

December 2, 2013



## Health Reform: What is it?

**Provides More Affordable Options to Obtain Insurance**

- Expands Medicaid eligibility
- Creates on-line insurance marketplaces
- Incentivizes employer-sponsored coverage
- Makes market reforms

**Requires Most People to Have Insurance**

- Individual mandate
- Some exceptions:
  - undocumented immigrants
  - hardship
  - very low income
  - incarcerated
  - religious exemptions
  - members of Indian tribes
- Penalties for noncompliance



## Health Reform: Why is it important?

- **84,000** San Francisco adults are uninsured
- **56,000** of those will have access to insurance after 1/1/14
- Provides access to affordable medical care when needed
  - Covers routine care that prevents illness and improve health
  - Protects families from high costs in the event of major injury or illness
- Health insurance is better than Healthy San Francisco

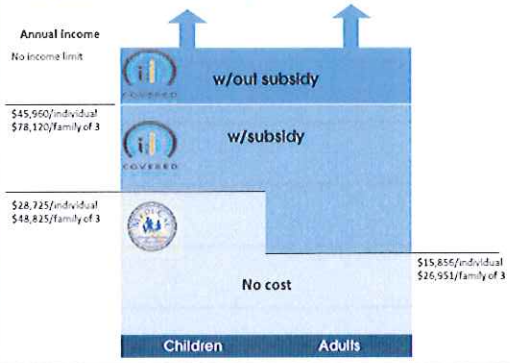
## Medi-Cal Expansion and Covered California

- Childless adults with incomes ≤ 138% of Federal Poverty Level (FPL)
- Two health plans in SF
- Year-round enrollment

- CA's Health Insurance Exchange
- Five health plans in SF
- Low-income subsidies for incomes 138%-400% FPL
- Initial enrollment - Oct 2013-March 2014
- Open enrollment - October-December annually



## Expanded Eligibility for Health Insurance






## Key Factors to Successful Implementation

**Outreach to key populations**

- 18-35 year olds
- Asian and Latino adults
- Southeast residents
- Public aid recipients
- Jail inmates and ex-offenders
- Public housing residents
- Sole proprietors and small businesses

**Messaging**

- New opportunities for health coverage are coming; we can help you enroll
- Health insurance is better than Healthy SF if you qualify
- Healthy SF will be here for those who do not qualify
- Accessing coverage creates opportunities to access other services

## Citywide Communication & Outreach

- How do we do this?
  - Successfully transfer/enroll our clients
  - Leverage existing communications channels to general public and target audiences
  - Build community partnerships to conduct outreach and education
  - Create the communications tools to advance these efforts.



## DPH's Key Outreach Efforts

- Transition of SF PATH and Healthy San Francisco participants to insurance
  - Training eligibility workers in **Jail Health** and **Behavioral Health Services**
  - Partnering with **Project Homeless Connect**
    - September 27: Special SF PATH Enrollment Connect
    - October 7: LGBT Connect
    - November (date TBD): Sunnydale Connect
    - December 11: Project Homeless Connect
  - Direct **participant communications**
  - Enrollment and eligibility workers at 30+ sites
  - Website: www.healthysanfrancisco.org/healthreform
- Leveraging other DPH staff and partners with outreach capacity
  - **Restaurant inspectors**
  - **Health educators**
  - **Community-based organizations**



## HSA's Key Outreach Efforts

- Written client communication to existing HSA Clients
  - CalFRESH, CAAP, Family and Children's Services, Working Families Credit Program Participants
- In-person and telephone engagement of existing and new HSA clients at HSA Service Center (2 main sites)
- Posters/informational material at HSA Service Center (2 main sites)
- Posters/Informational material at partner organizations such as SROs, Resource Centers, shelters
- Written communication to CBO network
- SFHSA public website: www.sfhsa.org

## CCSF Communication & Outreach

- Partnerships with CCSF departments, for example:
  - 311
    - FAQs for staff, Will take ACA calls after-hours
  - Sheriff/DPH Jail Health/H.S.A /Adult Probation
    - Creating process to ensure individuals get enrolled as they exit
  - Housing Authority
    - Outreach to residents through CBOs and rent notices
  - SF Public Library
    - Has a great, informative website that the central sfgov.org site will link to
    - Outreach presentations at branch libraries
  - Office of Small Business/OEWD
    - Training OSB staff to answer questions, Educational forum
  - Child Support Services
    - Outreach to clients, hand-outs for families in court
  - MONS
    - Materials distribution at key outreach events



## SF USD Wellness Initiative

- Granted by CA School Health Centers Association to provide outreach & education re Covered CA at 6 schools:
  - Lowell HS
  - Lincoln HS
  - Washington HS
  - School of the Arts
  - Academy of Arts and Sciences
  - Balboa HS (Teen Clinic)
- Target: high school seniors and their parents/caregivers
- Activities: Classroom presentations; school-wide health events; assemblies; and one-on-one meetings with students and their families
- Enrollment: Direct them to local and state entities



## Communication & Outreach Tools

## How can the Youth Commission Engage?

- Homeroom Announcements
- Physical Education
- Social Media
- Networking events



## Citywide Message

- New and affordable options for health insurance are coming and we can help you enroll
- Health insurance is better than Healthy San Francisco, if you qualify
- If you do not qualify, Healthy San Francisco will be here for you

**Thank You**
**Questions?**