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
- Open enrollment: October–December annually

Expanded Eligibility for Health Insurance

Key Factors to Successful Implementation

<table>
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<tr>
<th>Outreach to key populations</th>
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<tr>
<td>18-35 year olds</td>
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<td>Asian and Latino adults</td>
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<td>Southeast residents</td>
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<tr>
<td>Public aid recipients</td>
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<td>Jail inmates and ex-offenders</td>
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<td>Public housing residents</td>
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<td>Solo proprietors and small businesses</td>
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<th>Messaging</th>
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<tr>
<td>New opportunities for health coverage are coming; we can help you enroll</td>
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<tr>
<td>Health insurance is better than Healthy SF if you qualify</td>
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<td>Healthy SF will be here for those who do not qualify</td>
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<td>Accessing coverage creates opportunities to access other services</td>
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### 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): Buena Vista Connect
  - December 8: ProjectHomeless Connect
- Direct participant communications
- Enrollment and eligibility workers at 30+ sites
- Website: [www.healthysanfrancisco.org/healthreform](http://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
- KalFRESH CAP, Family and Children’s Services, Working Families Credit Program Participants
- In-person and telephone engagements 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
- SIFHSA public website: [www.sifhsa.org](http://www.sifhsa.org)
CSCF Communication & Outreach

- Partnerships with CSCF departments, for example:
  - SFUSD
  - ACCS
  - SFUSD Adult Education
  - Detention Center Health Services
  - Housing Authority
  - Outreach to residents through VBSS and rent notices
  - SF Public Library
  - Has a web page that includes links to educational resources
  - Office of Small Business/DEW
  - Training OES staff to answer questions, Educational forum
  - Child Support Services
  - Outreach to clients, handouts for families in court
  - MOHH
  - 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
  - Brittan 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 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?