MARKETPLACE
ASSISTER TOOLKIT

The Catalog of Assister Promising Practices

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Collaborating with Health Care Providers

Glacier Community Health Center (GCHC) is a health care service provider serving the community of Cut Bank, Montana; and provides free and discounted services to consumers who might otherwise not be able to afford care. GCHC has years of experience in connecting people to affordable health care options, regardless of income, and offers a sliding fee scale for its services. Its assister staff provides assistance with Marketplace, Medicaid, and Healthy Montana Kids (CHIP) enrollment as well as helping consumers apply for an exemption to tax penalties, appeal eligibility and coverage decisions, and reporting changes to the Marketplace.

Effective Collaboration with Health Care Providers

GCHC has found that working with other local health care providers helped their Certified Application Counselors (CACs) reach consumers who already received some type of medical service. GCHC's outreach and enrollment assister staff reached out to Northern Rockies Medical Center, the only hospital in their town, and Marias Medical Center in the neighboring community to offer education and enrollment services, where previously those services had been unavailable. The inspiration to develop these partnerships in nearby communities was spurred by a consumer who had trouble finding transportation to get to GCHC, which was especially problematic because the consumer required multiple appointments to complete the Marketplace application. By developing these partnerships, GCHC was able to expand its education and enrollment services to reach more consumers at locations that were convenient for them.

Once GCHC connected with administrators in neighboring medical facilities, its CAC assister staff began holding open house events at these sites to reach consumers. To further their outreach to consumers, educational materials and business cards were left with providers so their patients could learn about GCHC assister services. One provider at a neighboring medical facility allowed an office to be used once a week for one-on-one appointments with consumers who were interested in signing up for coverage. Partnering with neighboring medical facilities extended GCHC's ability to reach more consumers than they would otherwise have been able to do. These partnerships also raised awareness about Marketplace coverage. Health care providers are now able to refer their patients to GCHC when they need help understanding their health insurance options.

Assister Tip

Emphasize shared goals, especially when making connections for the first time, can be helpful as you work to build partner relationships.

Key Takeaways

- ☞ Taking the initiative to reach out to potential partners
- ☞ Traveling to locations that are convenient for consumers and emphasizing each interaction can be effective strategies in small, rural communities where consumers are less likely to attend large outreach events.

Useful Resources

- From Coverage to Care Discussion Guides for Community Partners
- *Marketplace Assister Toolkit The Assister's Roadmap to Resources*