



Implementation of the Affordable Care Act: Where We Are for Adolescents & Young Adults

Trina Menden Anglin, M.D., Ph.D.
Chief, Adolescent Health Branch
Maternal and Child Health Bureau
Health Resources & Services Administration

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Implementation of ACA

- Of highest priority to HHS, HRSA, & MCHB
- Federal government
 - Cannot do this work alone
 - Is counting on partners, including MCH state programs, to help in this effort
 - Knowledge of, & connections to, communities & populations
 - Our partners are our best resource

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Goals of Presentation

- Provide recap of status of ACA implementation
- Describe initiative to increase enrollment of children & adolescents
- Identify & describe federal website resources

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Current & Future Benefits of ACA for AYAH

Benefits already in effect

- Expansion of dependent coverage for 19-25 year olds
- No cost sharing for preventive health services recommended by *Bright Futures* through age 21 as well as women's preventive services
- Prohibition on excluding pre-existing conditions (younger than age 19)
- Prohibition on lifetime limits
- Phasing in of prohibition on annual limits

Provisions taking effect Jan 2014

- Affordable health insurance exchanges (about 1/2 states plan default to a federal exchange)
 - Marketplace enrollment starts Oct 2013
- Medicaid expansion up to 138% of FPL:
 - All states must enroll 6-18 year-olds
 - Optional to enroll adults (23 states plan/lean toward participation)
- Prohibition on excluding pre-existing conditions for adults
- Coverage of essential health benefits in 10 areas



Health Insurance Marketplace Customer Service Timeline

2012	2013			2014
Preparation				
	Basic Education			
		Anticipation		
			Act Now	
				Ongoing Support



Enhancing Enrollment of Children & Adolescents

- *Connecting Kids to Coverage Outreach & Enrollment grants*
 - Offered by CMS/Center for Medicaid & CHIP Services under ACA
 - Two-year grant program for states, local governments, tribal entities, & CBOs/NPOs
 - \$32 million to support grants ranging from \$250K-1M
 - Grant application period Jan 7–Feb 21
 - Funding period starts June 1
 - www.insurekidsnow.gov/professionals/outreach/grantees
 - www.grants.gov

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Connecting Kids to Coverage Outreach & Enrollment Grants

- Five areas of focus
 - Engaging schools
 - Bridging health coverage disparities
 - Targeted enrollment strategies for people participating in SNAP, WIC & other public benefit programs
 - Application assistance resources in local communities
 - Training programs to equip communities to provide assistance to families around enrollment

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Federal Resource Websites



- ASPE – Assistant Secretary for Planning & Evaluation
 - www.ASPE.hhs.gov/health
- CMS – Centers for Medicare & Medicaid Services
 - CMS/Center for Medicaid & CHIP Services
 - www.InsureKidsNow.gov
 - CMS Data Sets
 - <https://data.cms.gov/> (detailed URLs on slide 17)
- Health Marketplace
 - www.HealthCare.gov

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The screenshot shows the ASPE website with several news items:



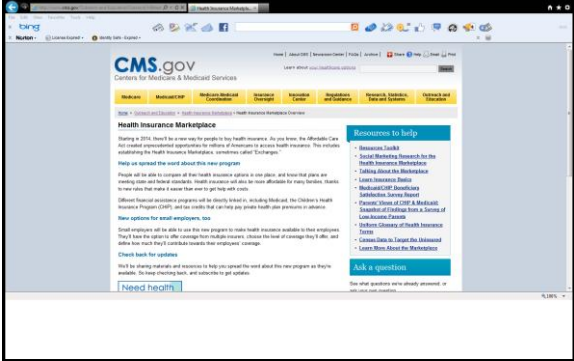
- Health System Measurement:** Report from a coalition that seeks to improve the quality of health coverage, health care, and care.
- What's New:**
 - In the Spotlight for Research/Outcomes: Project Health & the Nation
 - Information on Research Supplemental Funding: Mission & Eligibility of 2012 Cancer Population Health Data, November 2012
 - Using Synthetic Control to Inform Policy: Addressing Unintended Consequences of the Affordable Care Act, October 2012
- Other Research for Better Policy:** The Department is leading the Planning and Evaluation (PE) effort, the principal advisor to the Assistant Secretary for Planning and Evaluation, on a variety of issues related to health care delivery, policy, and research.
- In the Spotlight:**
 - Medicaid Cost-Sharing
 - Planning and Evaluation System
 - National Childhood Lead Poisoning Prevention Program
 - Character of the Uninsured in the U.S.
- New Projects:**
 - Priority Populations – updated in 2012
 - Administrative Simplification for Health Care Industry

Federal Websites

- www.InsureKidsNow.gov
 - CMS/Center for Medicaid & CHIP Services
 - “Connecting kids to coverage”
- Buttons
 - What is CHIP?
 - What is Medicaid?
 - Learn about programs in your state
- Sections for consumers & professionals
 - Outreach materials & ideas for schools, community health centers & local businesses

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The screenshot shows the CMS.gov website with a focus on the Health Insurance Marketplace. The page includes a navigation menu, a main heading for the Health Insurance Marketplace, and several sections of text and links. A 'Resources to help' sidebar is visible on the right side of the page.




Federal Websites

- www.cms.gov
 - Outreach & education
 - Based on CMS consumer research on adult audience segmentation
 - Nationally representative sample of 1400 18-64 year olds
 - Talking About the Health Insurance Marketplace (12/12) – talking points for partners
 - Marketplace Descriptor
 - Affordability; Ease & control messages
 - Importance of directing audience to assistance
 - Language & terms: Dos & cautions

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Healthy & Young Uninsured Segment

- About 48% of non-elderly uninsured adults (18-64 years)
 - 84% likely to qualify for a subsidy
- Attributes from market research
 - Potential for sub-segmentation
 - Take health for granted
 - Internet savvy but don't search for health topics
 - Low motivation to enroll
 - 54% - cost a main reason they are uninsured
 - 62% - would be interested in shopping for insurance in the new marketplace

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Finding Uninsured People at Local Level

- User-friendly CMS resource based on 2010 Census data
- Provides uninsured percentages & counts at county/sub-county levels for every state
- Sorted by multiple demographic characteristics
 - Income (%FPL), age group, gender, marital status, children in family, race, Latino ethnicity, disability, FT worker in family, job sector (9), education level, language spoken at home (8)
- <https://data.cms.gov/dataset/The-Percent-of-Uninsured-People-for-Outreach-Target/9hxb-n5xb?>
- <https://data.cms.gov/dataset/The-Number-of-Uninsured-People-for-Outreach-Target/pc88-ec56?>

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The screenshot shows the HealthCare.gov homepage. At the top, there are navigation tabs: "Find Insurance Options", "Prepare for the Health Insurance Marketplace", "Health Insurance Basics", "The Health Care Law & You", and "Prevention, Wellness & Connecting Providers". Below these is a search bar and a "Need health insurance? Learn more & get ready" section with an email sign-up form. To the right is a "Own a Small Business?" section with a "Learn More >" button. The page also features a "Current Topics" section and a "HealthCare Blog" link.



Federal Websites

- www.HealthCare.gov
 - “Take health into your own hands”
 - Audience – individuals & small businesses
 - Buttons
 - Find insurance options now
 - Prepare for the health insurance marketplace
 - Health insurance basics
 - The health care law & you
 - Prevention, wellness and comparing providers
 - Special features
 - Videos, Youtube
 - Health care blog – hundreds of postings across multiple topics
 - Current topics
 - Twitter, Facebook, updates by email and text messages



Future Federal Resources

- Training materials for preparing HHS partners
 - Advent of enrollment in health insurance exchanges
- Population specific resources – a future consideration



Contact Information

Trina M. Anglin, M.D., Ph.D.
 HRSA/MCHB
 301/443-4291
tanmlin@hrsa.gov
