Outreach & Enrollment
Information for State Title V MCH Programs

Introduction

Health insurance marketplaces created by the Affordable Care Act (ACA) enable individuals and families to shop for and enroll in health insurance plans. This fact sheet includes informational resources and suggested steps for MCH leaders to support outreach and enrollment and help guarantee improved access to care for MCH populations.

Below are the important dates for the 2018 open enrollment period:

**November 1, 2017:** The first day individuals can apply for 2018 coverage.

**December 15, 2017:** The last day to apply for 2018 coverage. Once this deadline passes, individuals will be unable to sign up for a Marketplace health plan for the rest of 2018. The only exception is for special enrollment periods, or points of time throughout the year that an individual or family experiences a qualifying life event.

**December 31, 2017:** The date when 2017 Marketplace coverage ends. Individuals will be auto-enrolled in coverage if they do not change their Marketplace plan. However, health insurers may require additional documentation in order to maintain coverage in 2018. Individuals should consult their insurance carriers for more details.

**January 1, 2018:** The date 2018 coverage begins if an individual applies by December 15, 2017.

*Note: eligible individuals can enroll in Medicaid and the Children’s Health Insurance Program (CHIP) year-round. To apply for coverage, visit healthcare.gov or call (800) 318-2596.*
The Title V Role in Outreach & Enrollment

- Verify that your state MCH web pages, hotline numbers and print materials link to the federal exchange (healthcare.gov) or directly to your state marketplace, where applicable. Title V professionals should also know where to refer clients eligible for Medicaid and CHIP.

- Coordinate with groups in your state that receive federal funding to provider in-person enrollment assistance via Navigators and/or certified application counselors. States operating state-based marketplaces can provide contacts for state-funded navigators. Title V should also coordinate with Federally Qualified Health Centers that are funded to support enrollment efforts.

- Ensure that front-line staff providing MCH services in your state, in settings such as WIC agencies, Title X family planning clinics, local health departments, Healthy Start sites, home visiting programs, school-based health centers, primary care and specialty clinics, hospitals, and any other sites where eligible families may seek enrollment services have the information they need to inform, refer and help enroll people in coverage.

Acknowledgment

The Alliance for Innovation on Maternal and Child Health is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UC4MC28035, with no financial support from nongovernmental sources. This information and conclusions are those of the authors and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

AMCHP Contact Information

For more information, please visit the AMCHP website at www.amchp.org or contact a member of the AMCHP staff at info@amchp.org

Association of Maternal & Child Health Programs
1825 K St., NW, Suite 250
Washington, D.C. 20006
(202) 775-0436
www.amchp.org

© Association of Maternal & Child Health Programs. Reproductions for education-only use under Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. http://creativecommons.org/licenses/by-nc-nd/4.0