

Outreach & Enrollment

Information for State Title V MCH Programs

The AMCHP Role

AMCHP supports state maternal and child health (MCH) programs and provides national leadership on issues affecting women and children. We work with partners at the national, state and local levels to promote women's health; provide and promote family-centered, community-based, coordinated care for women and children; and facilitate the development of community-based systems of services for women, children and their families.

The AMCHP National Center for Health Reform Implementation provides state MCH leaders and their partners with the information, tools and resources to optimize the opportunities presented by the Patient Protection and Affordable Care Act (ACA) for improving services, systems and health outcomes for MCH populations.

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. As a [Champion for Coverage](#), AMCHP is committed to working with other state and national organizations to get millions of Americans enrolled in health insurance.

Important Dates for the 2017 Open Enrollment Period

November 1, 2016: The first day individuals can apply for 2016 coverage.

December 15, 2016: The last date to enroll in coverage that starts January 1, 2017.

December 31, 2016: The date when 2016 Marketplace coverage ends. Individuals will be auto-enrolled in coverage if they do not change their Marketplace plan. However, health insurance carriers may require additional documentation on income or other information in order to maintain coverage in 2017. Individuals should consult their insurance carriers for more details.

January 1, 2017: The date 2017 coverage begins if an individual applies by December 15, 2016.

January 31, 2017: The last day to apply for 2017 coverage.

Once this deadline passes, individuals will be unable to sign up for a Marketplace health plan for the rest of 2017. 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](#).

Eligible individuals can enroll in Medicaid and CHIP year-round.



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

To apply for coverage, visit healthcare.gov or call (800) 318-2596 – available 24 hours a day, 7 days a week (closed Thanksgiving and Christmas).

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 the [Children's Health Insurance Program](#) (CHIP).
- Coordinate with groups in your state that receive federal funding to provide 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.

Resources

AMCHP: [Coordinating Toll-Free Information Services](#)

AMCHP: [An Overview of Insurance Affordability Programs for Maternal and Child Health Populations](#)



Centers for Medicare & Medicaid Services: [From Coverage to Care](#)

Centers for Medicare & Medicaid Services: [Insure Kids Now Children's Coverage Campaign Resources](#)

Community Catalyst: [Resources for Engaging Consumers, Health Plans and Providers](#)

Enroll America: [Toolkits for Outreach and Enrollment Best Practices](#)

The Health Insurance Marketplace: [Consumer Enrollment Portal \(healthcare.gov\)](#)

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AMCHP Contact Information

This fact sheet is part of a series of AMCHP tools, documents and resources on implementation of the ACA and its impact on maternal and child health populations. For more information, please visit the [National Center for Health Reform Implementation](#). All AMCHP staff can be reached by phone at (202) 775-0436.