



# Getting Florida Covered:

Effective Strategies for Enrollment in the  
Health Insurance Marketplace

florida  
covering kids™  
& families

**Jodi A. Ray, MA**  
**PI/Project Director**  
**Florida Covering Kids & Families**  
**University of South Florida**  
**Tampa, FL**

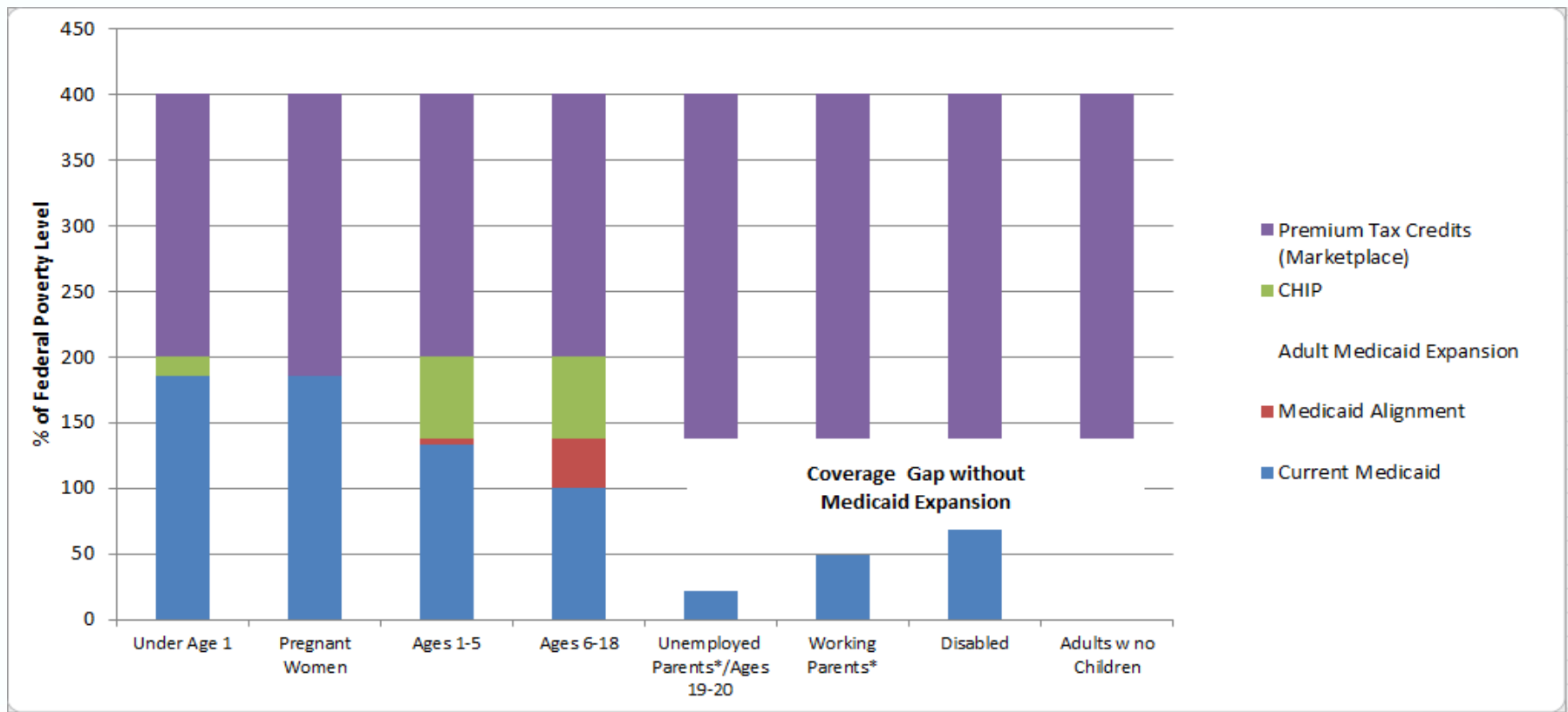
**Alliance for Health**  
**Consumer Assistance Congressional Briefing**  
**Panel Presentation**  
**August 5, 2014**  
**Washington, D.C.**



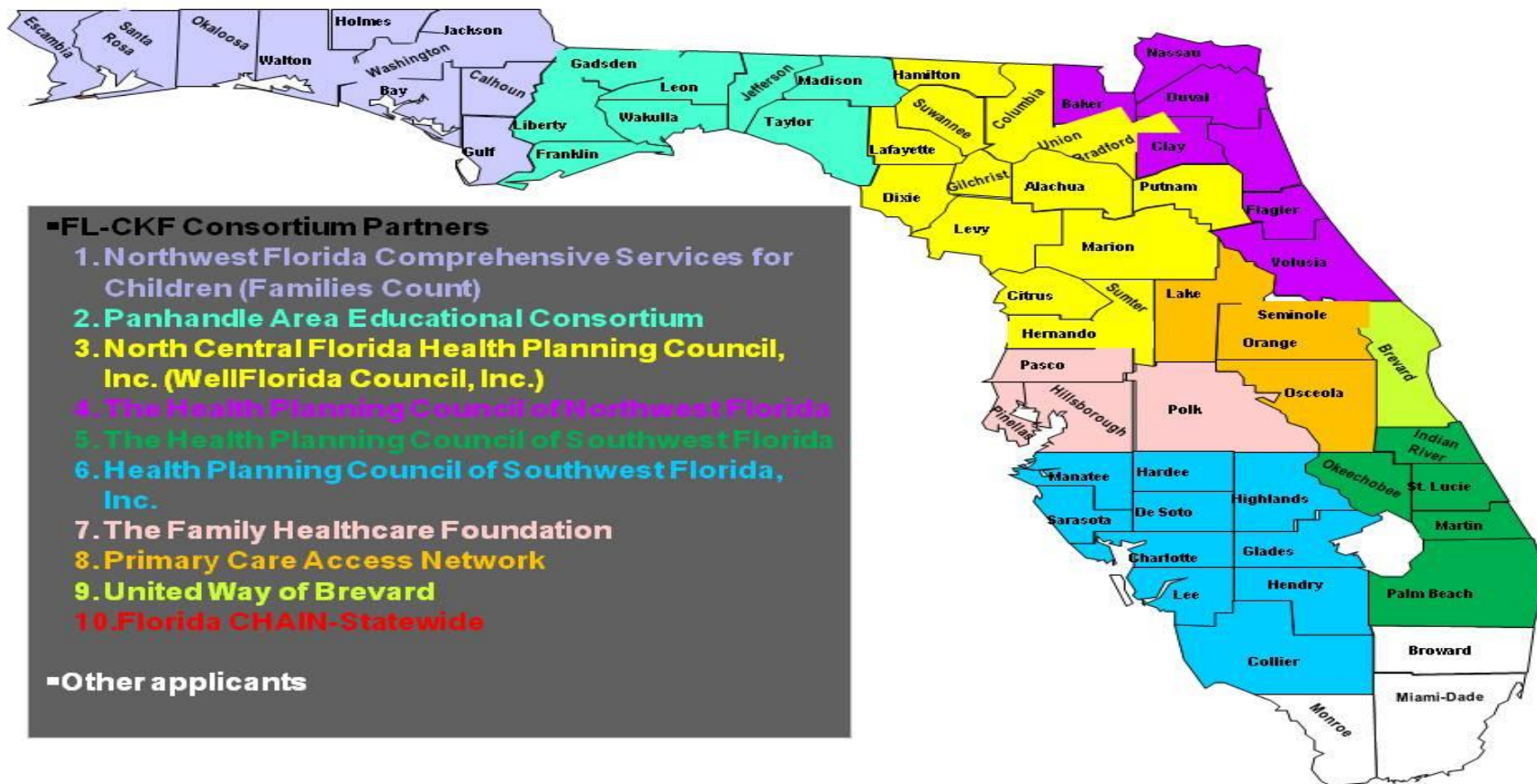
University of South Florida College of Public Health  
**our practice is our passion.**



# Insurance in FL – Opportunities & Challenges



# USF's Consortium Partners



## Challenges

- Large state – geographically spread out
- Demographically very diverse
- Large uninsured population
- Huge deficit among many consumers in regard to health insurance literacy – particularly among long time uninsured
- Large swathes of rural areas where lack transportation is a significant issue
- Lack of trust within certain communities, particularly hard-to-reach populations
- Lack of coverage opportunities for lowest income populations



## Engaging Communities

- Redlands Christian Migrant Association
- Enroll America
- CHIP and Medicaid state agencies
- Ryan White Programs
- FQHC's
- Faith-based organizations
- United Ways
- Healthy Start Coalitions
- Health Planning Councils
- Businesses
- Labor Unions
- Sickle Cell Foundation

## Outcomes

- # Consumers provided direct assistance via outreach events and Navigator appointment: **78,222**
- # Outreach events: **2,537**
- Number of Navigator Enrollment Appointments with Consumers: **17,590**
- Number of HHS trained and FL registered Navigators: **Approx. 95**
- Top 5 most prevalent primary consumer languages:

English	Arabic
Spanish	Chinese
Creole/French Creole	
- # reached via media outreach efforts:

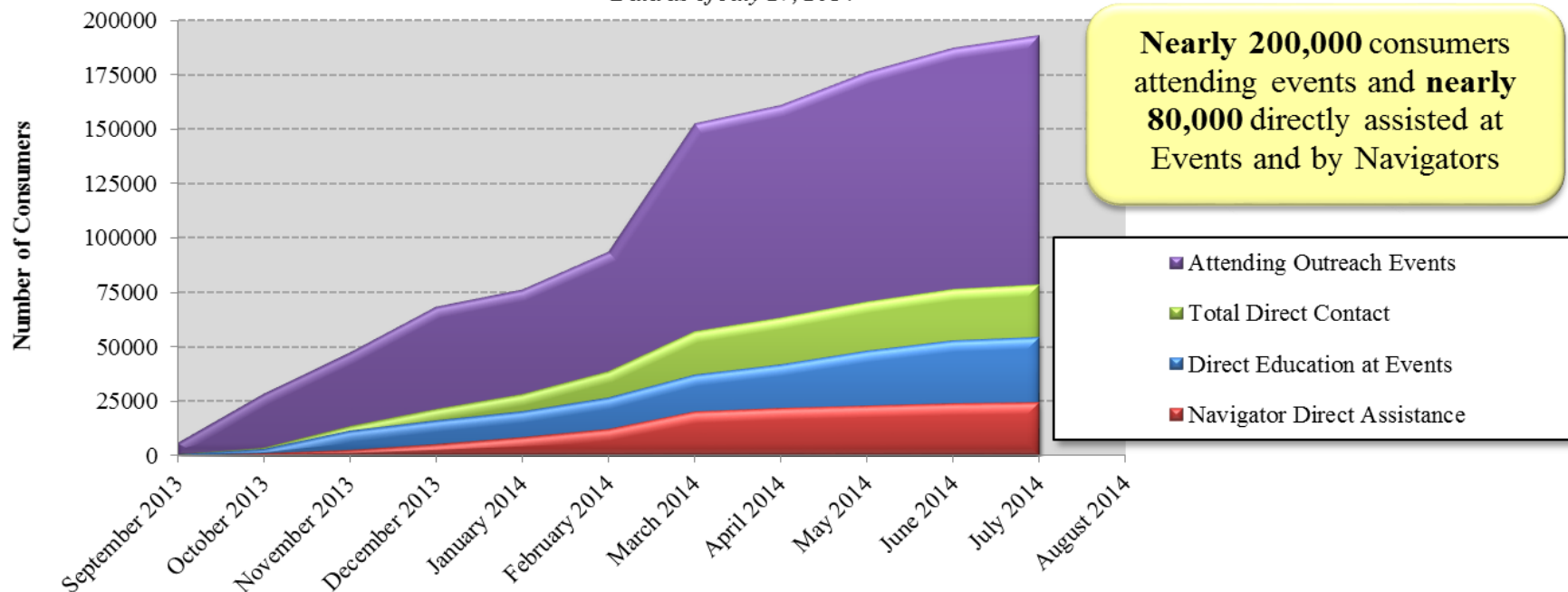
Radio: <b>1,769,800</b>	Print Media: <b>4,960,570</b>
TV: <b>24,677,989</b>	Social Media: <b>669,433</b>

# Creating a healthier world.



## Number of Florida Consumers Directly Educated

Data as of July 27, 2014



Total Direct Contact includes the number of consumers who were directly educated through outreach events combined with the number who met one-on-one with a Navigator.



University of South Florida College of Public Health  
our practice is our passion.



Jodi A. Ray, MA  
Navigator PI/Project Director  
*Florida Covering Kids & Families*  
University of South Florida

[jray@health.usf.edu](mailto:jray@health.usf.edu)

813-974-3143

[www.FloridaCoveringKidsandFamilies.health.usf.edu](http://www.FloridaCoveringKidsandFamilies.health.usf.edu)

florida  
covering kids™  
& families