

CalHEERS focusing efforts on outreach and education

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The California Health Benefit Exchange recently released a report on the status of the California Healthcare Eligibility, Enrollment and Retention System (CalHEERS). The state has been considering various names for the future benefit exchange, including CaliHealth, CalAccess, Welquest/Wellquest, Covered, CA/Covered, Cal, PACcess, Ursa, Healthifornia, Eureka, and the most popular thus far, Avocado. The state is looking more toward a creative name to provide context and meaning, and be “memorable.” California plans to have the final name approved for the logo by early November.

As far as outreach and education is concerned, California expects \$40 million in federal funding over a two-year period. The program is expected to engage organizations and entities in order to heighten awareness and comprehension of health coverage options to promote a culture of coverage, encourage residents to enroll, and eliminate barriers to enrollment. Outreach and education are a huge component to the health insurance exchange initiative. California is considering the following as “Preliminary Concepts and Guiding Principles:”

- Targeting resources based on the greatest opportunity where the highest number of uninsured and subsidy eligible individuals can be reached
- Ensuring that all regions and markets in the state including the hard to move, rural and limited English proficient populations are reached through the program
- Complementing the Assistors Program and the broader market strategy, including plan marketing

As the 2014 deadline inches closer, states will be focusing their attention on ensuring that people are fully aware of these systems and their capabilities in providing health insurance coverage. As always, be sure to follow Delttek’s Health Care and Social Services Team on Twitter [@GovWin_HHS](#) or connect with us through [LinkedIn](#).