

# DC Health Link 2<sup>nd</sup> Open Enrollment Period Revised Outreach Strategy

*Post Analysis Comparison of Data-Driven  
Outreach Strategies*



**Executive Board Meeting  
Monday, January 12, 2015**

*Presented by Communications and External Affairs  
Linda Wharton Boyd, Ph.D.*

## Pre-Analysis: Targeted Outreach

Based on 2008-2012 American Community Survey 5-Year Estimates, the Communications / Outreach team identified the top 4 wards with the highest uninsured populations . These wards include 4, 5, 1 and 8.

<b>WARD 4</b> <b>8,570</b> 10% of pop. WITHOUT HEALTH INSURANCE	<b>WARD 5</b> <b>7,323</b> 8% of pop. WITHOUT HEALTH INSURANCE	<b>WARD 1</b> <b>5,889</b> 8% of pop. WITHOUT HEALTH INSURANCE	<b>WARD 8</b> <b>5,801</b> 7% of pop. WITHOUT HEALTH INSURANCE
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The Communications / Outreach team implemented targeted outreach strategies to reach the uninsured populations in the identified wards.

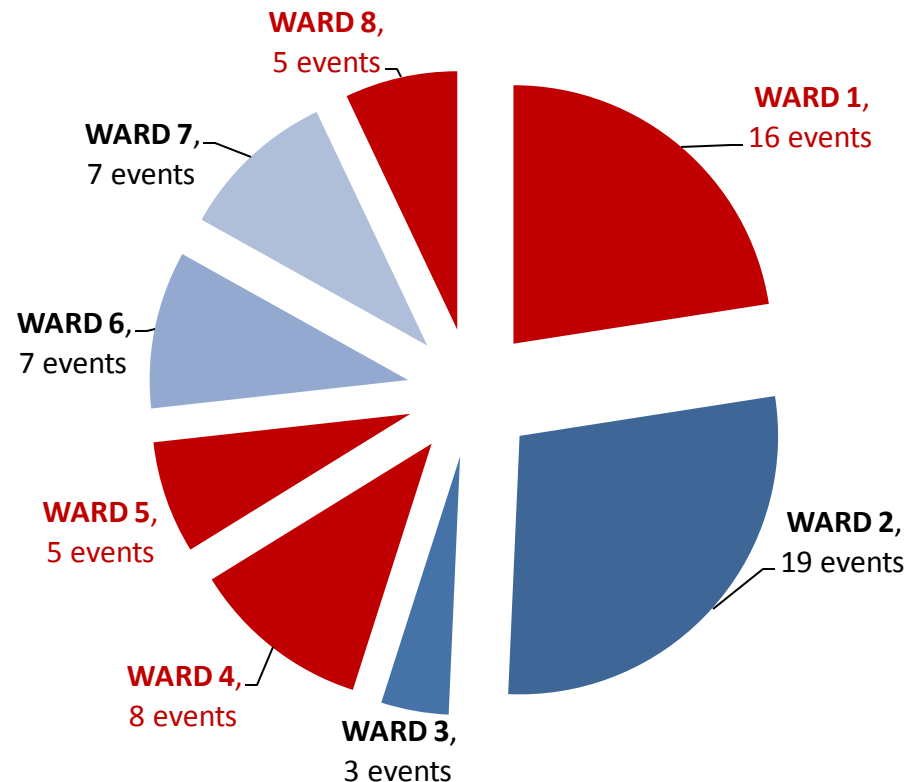
# Revised DC Health Link 2<sup>nd</sup> Open Enrollment Period Outreach Strategy

## Pre-Analysis: *Highlights of Outreach*

FROM SEPT 2014 TO DEC 31, 2014, DC Health Link:

- Educated or enrolled residents at 73 events
- Operated six (6) storefront enrollment centers in wards 2, 6, 7, and 8
- Thirty-four (34) of 73 events were held in targeted wards

No. of Events by Ward



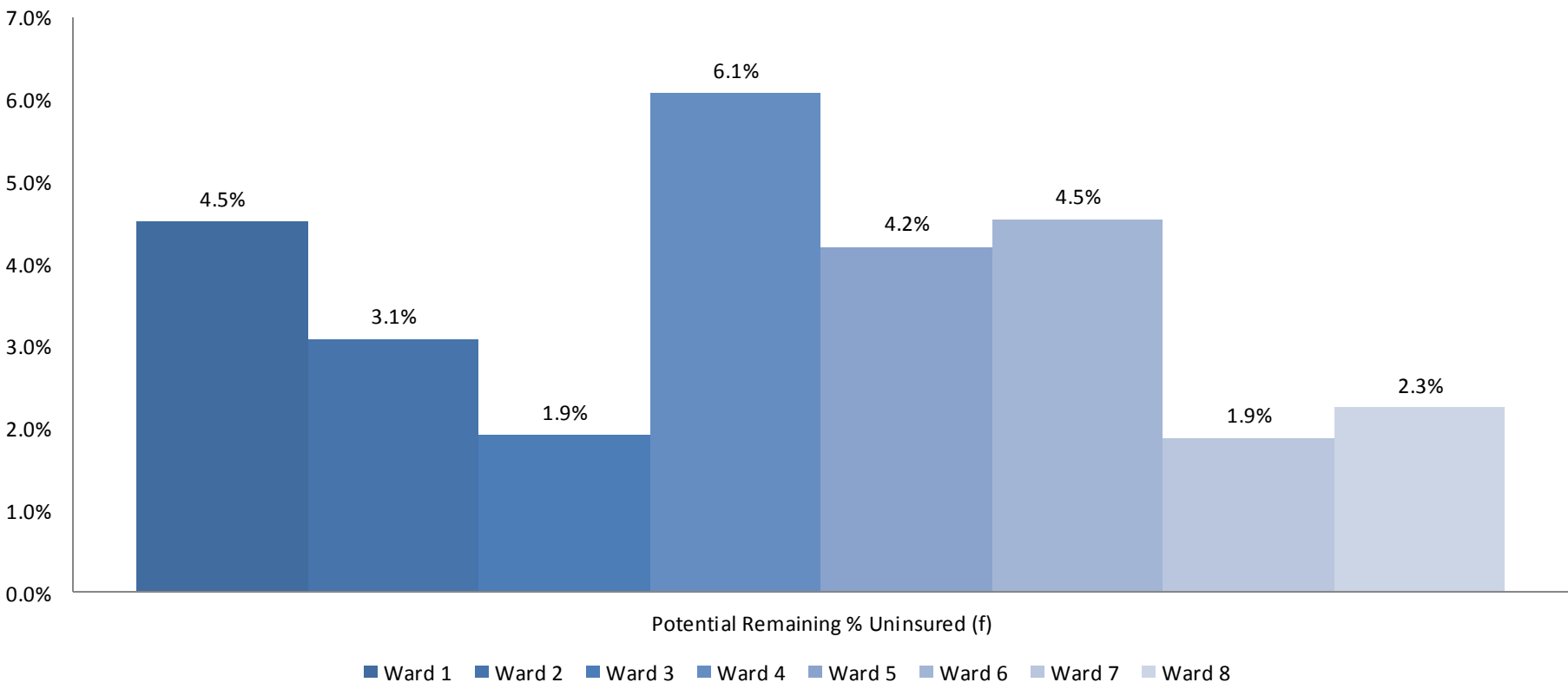
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## Pre-Analysis: *Highlights of Outreach*

WARD	OUTREACH HIGHLIGHTS
4	DC Health Link Faith in Action Kick-Off DC Health Link @ Festival de Salud DC Health Link @ St. Paul AME Church
5	DC Health Link @ CVS DC Health Link at Back to School Night
1	One Touch Enrollment Events DC Health Link @ HU Hospital DC Health Link @ OLA Hispanic Heritage Youth Month
8	Unity Health Care Anacostia Health Enrollment Center DC Health Link 2 <sup>nd</sup> Sunday Faith in Action ConnecTech Panel Discussion: Exploring Entrepreneurship & Innovation

## Post-Analysis: *Uninsured by Ward*

### Dr. Leighton Ku Analysis - Uninsured by Ward



## Post-Analysis: Targeted Outreach

Dr. Ku's Analysis: Wards with the highest uninsured populations are wards 4, 1, 6 and 5.

<b>WARD 4</b> <b>6.1% of pop.</b> POTENTIAL REMAINING % UNINSURED	<b>WARD 1</b> <b>4.5% of pop.</b> POTENTIAL REMAINING % UNINSURED	<b>WARD 6</b> <b>4.5% of pop.</b> POTENTIAL REMAINING % UNINSURED	<b>WARD 5</b> <b>4.2% of pop.</b> POTENTIAL REMAINING % UNINSURED
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The Communications / Outreach team revised outreach strategies to focus its efforts in Ward 6 (rather than Ward 8) which is reflected in the new data analysis.

# Revised DC Health Link 2<sup>nd</sup> Open Enrollment Period Outreach Strategy

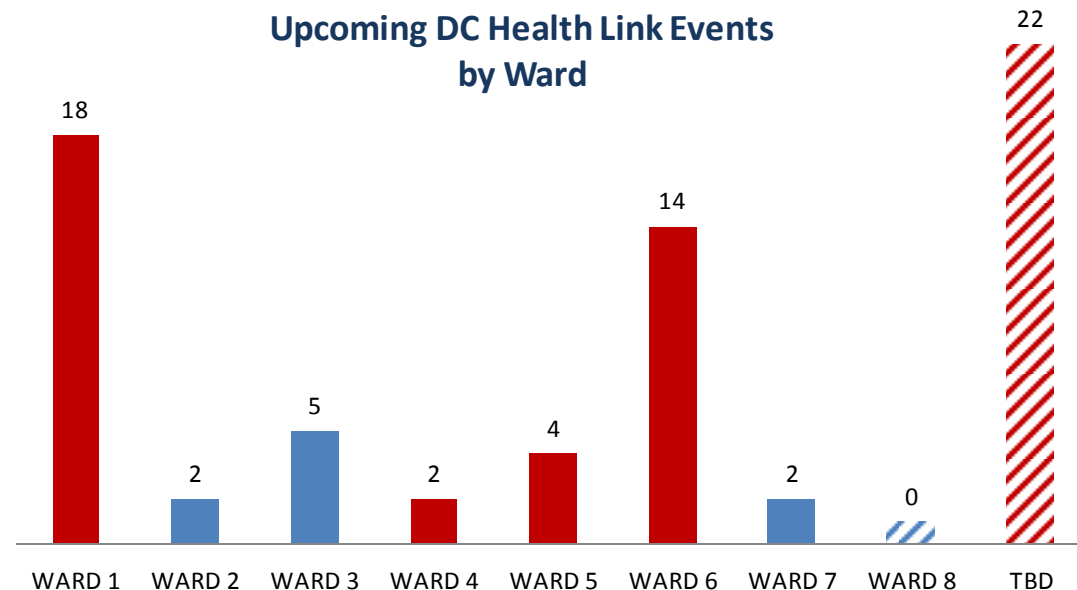
## Post-Analysis: *Highlights of Outreach*

FROM JAN 2015 TO FEB 15, 2015:

- More than 69 DC Health Link outreach events have been scheduled from January 2015 until the end of the 2<sup>nd</sup> Open Enrollment Period, February 15, 2015. Thirty eight (38) events are located in the targeted wards 1, 4, 5, and 6.
- Locations for twenty two (22) of the 69 DC Health Link events have not been finalized. HBX will focus these events in targeted wards.
- HBX will continue to operate and promote a storefront enrollment center in Ward 6 and plan outreach/enrollment events (sample listed below).

ENROLLMENT CENTER	WARD
New Bethel Baptist Church	6
Boyz 2Men Barber Shop Day	6

Upcoming DC Health Link Events  
by Ward



# Post Analysis Outreach

Ward	Outreach Highlights
4	DC Health Link - Faith In Action Sundays DC Health Link @ Watch Night Services DC Health Link @ CVS Events DC Health Link - Young Invincibles - National Youth Enrollment Day DC Health Link – “Enroll at the Bowls” (Championship Football Games)
1	DC Health Link – One Touch Enrollment Centers DC Health Link @Howard University Hospital DC Health Link Enrollment Center – New Bethel Baptist Church DC Health Link – Super Bowl Social Sunday
5	DC Health Link @ CVS Events DC Health Link @ Union Market DC Health Link – Super Bowl Social Sunday
6	DC Health Link - Boyz 2 Men Barber Shop Day DC Health Link Faith In Action Sundays DC Health Link – Super Bowl Social Sunday



# Thank you

