A Little Bit About Us

- Has 14 clinics across Northern Arizona
- FQHC and provides care for underserved populations
- Has 11 assistors across clinic locations
  – 16 assistors when fully staffed
Outreach and Enrollment Program

- Grants we hold:
  - CK2C
  - Navigator
  - SNAP (SNAP Partner)
So, how do you Outreach?

Normally:
- Attend events
- Talk with community partners
- Host events
- Post flyers
- Work with schools, etc.

What does Outreach look like now?
So, how do you Outreach?

- At the beginning, people really locked down
- We didn’t have events to go to
- People weren’t in the office
- It was hard to meet with a community partner
- Schools weren’t meeting in-person
- Everything was virtual
So, how do you Outreach?

• You have to get CREATIVE!
  – How is your population responding?
• Request a virtual meeting with a community partner
• Ask to speak in a staff meeting on Zoom
• We sent our flyers out to community partners
So, how do you Outreach?

- We asked schools to send out mass text messages to their families
- School newsletters and websites
- We established referral systems with agencies
- During Open Enrollment, we called 200+ hotels in our region area to promote the Marketplace.
Being Active in the Community

• Things started opening up, YAY!
• Events were happening again
• We got approved to go out into the community again.
So, how do you Enroll?

• How do you enroll people in a pandemic where you have to social distance and wear a mask?

• How do you encourage people to enroll in health insurance?

• What did it look like?
Listening and Understanding

- In-person appointments if you clinic/agency approves it
- Over the phone options

- **What does the family or individual need?**
Thank You

• If you ever have questions, please don’t hesitate to reach out.

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Activity