**In-reach Ideas from North Carolina FQHCs**

Reaching Patients While Visiting/Calling Health Center

* Include a checkbox on a standard health center intake and other forms that asks patients if they would like an opportunity to speak with an enrollment assister/Certified Application Counselor (CAC) about affordable health insurance options.
* Have clinical providers ask patients about coverage and refer uninsured patients to enrollment assisters/CACs.
* Have clinic staff wear "ASK ME ABOUT MEDICAID" or “ASK ME ABOUT INSURANCE” buttons and train them to answer questions and refer patients enrollment assisters/CACs as needed.
* Host “lobby” days in the health center where patients are approached by enrollment assisters/CACs while they wait in the lobby for their primary care appointments.
* Set up tables at the entrance of health centers to personally capture new and uninsured patients who may have missed previous communication attempts.
* Distribute information throughout the health center
  + Cards at front desk for staff to pass out to all patients
  + Brochure at each check-in which include FAQs, phone numbers for appointments
  + Exam rooms, hallways, restrooms
  + Video playing every 30 minutes in the waiting room
* Have a computer kiosk in lobby
  + This could be set up so that individuals can start the process. It can also be a place to direct individuals during busy times when they can’t meet with a CAC.
* After medical appointments are made via phone, operators ask patients if they’d like to speak to a CAC about health insurance options. If they agree, transfer patient to a CAC.
* Include messages about insurance and enrollment services on patient bills, receipts.
* Include message about insurance and enrollment services on hold recordings.

Reaching Patients While Outside Health Center

* Try to schedule patients for in-person health insurance enrollment assistance when they’re at the health center for a doctor’s appointment.
  + Using lists of patients with upcoming medical appointments to identify uninsured, call them in advance of appointment to tell them about CAC services
* Include a checkbox on a standard health center intake form that asks patients if they’d like the opportunity to talk with an enrollment assister/CAC. Use generated lists to do call backs.
* Pull lists from Health Record or Practice Management System of patients that are uninsured.
  + Target income levels likely to qualify.
  + Send letters & post cards to patients.
  + Call uninsured patients at routine intervals. Set up system so that each patient receives a call either until they are reached or at least 3 times.