REACH Healthcare Foundation
Enroll All Eligible: Enrollment Assistance
REQUEST FOR PROPOSALS

Background

The [REACH Healthcare Foundation](#) has adopted a [Theory of Change](#) to guide our investments from 2016-2020. The Board of Directors of REACH has identified three priority Outcome Investment areas: *Enroll All Eligible, Close the Coverage Gap and Strong Safety Net.*

The staff of the REACH Foundation is charged with implementing evidence-based strategies to support the Board's desired long-term impact of achieving health equity by reducing barriers to coverage and care. Furthermore, the foundation has identified two targets to monitor and guide our community investment decisions: 1) Reduce the percentage of uninsured in the foundation's service area from 11% in 2014 to less than 5% by 2020; and 2) Increase the number of consumers served by the health care safety net in the foundation's service area from 185,000 in 2014 to 220,000 by 2020.

The aim of the REACH Healthcare Foundation's *Enroll All Eligible* Outcome Investment area is to enroll all eligible people in the health insurance marketplace and other existing public health insurance and assistance programs. To that end, the foundation is investing in several strategies.

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This Request for Proposals (RFP) is to support the *Enroll All Eligible* strategy: "Navigators and other assisters and community initiatives to help eligible consumers enroll in health insurance."

For 2019, REACH will invest in efforts to increase enrollment of eligible consumers in Healthcare.gov, the Children's Health Insurance Program (CHIP), KanCare in Kansas and MO HealthNet in Missouri. This RFP will also support strategies to enroll persons and families living in poverty in important publicly funded programs such as Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), the Child Care Assistance Program (CCAP), Supplemental Security Income (SSI), and Women, Infants, and Children (WIC). In addition, REACH will entertain proposals from nonprofit organizations that are engaging the payer/insurance community in strategies to expand outreach and enrollment services into communities with high uninsurance rates. *This RFP does not include Medicare and related outreach and enrollment efforts unless they are one aspect of a larger consumer assistance program.*

Furthermore, the foundation will award grants to organizations that demonstrate a **strong history of service to, and experience with, disconnected and vulnerable populations in our service area**.

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Lessons Learned

Since 2004, the REACH Healthcare Foundation has invested in efforts to reduce the number of uninsured persons in our service area. Beginning in 2010, we have invested in policy and programmatic efforts to support the full implementation of the Affordable Care Act. In addition, REACH has funded more than a dozen organizations that deploy trained assisters with extensive connections and experience with populations who are most likely to be uninsured.

We have learned that Navigators and Certified Application Counselors (CACs), and other assisters play a vital role in helping consumers establish their eligibility and enroll in coverage through the Federally-Facilitated Marketplaces in Kansas and Missouri and obtain premium assistance for coverage plans. Assisters also are well equipped to increase awareness about insurance options and other public benefits, and refer consumers to consumer assistance programs when necessary. In addition, our work with prior grant recipients has demonstrated the following lessons:

- Social media and paid advertising play a vital role in consumer engagement and enrollment;
- Sustainable efforts depend on organizational infrastructure;
- It is important that the foundation deploy grant resources to our partners well in advance of enrollment periods;
- There is benefit to maintaining the work of assisters and navigators year-round to utilize their capacity for other enrollment efforts;
- The Connector tool available to our region is useful to support enrollment activities but is underutilized;
- There is opportunity to further engage traditional health care system partners (i.e. hospitals, public health, and insurers).

Barriers

Significant barriers exist for low-income consumers to obtain and effectively utilize health insurance and other public benefit programs. Uninsured persons often have limited information or experience with Medicaid, private insurance and other public benefits, and are unfamiliar with the language, the requirements and obligations, as well as their appropriate use. Studies of immigrant and migrant populations suggest that fear of deportation continues to be associated with applying for and receiving public health benefits.

Other barriers to health insurance and public benefit programs include the complexity and lack of translated outreach, application and redetermination materials, the lack of bilingual outreach workers and the stigma associated with receiving public assistance. Additionally, federal support for outreach and enrollment assistance and marketing has been limited in recent years.

Target Populations

The foundation's strategic plan places a priority on improving access to quality health care for disconnected and marginalized populations in our service area, with a strong consideration for efforts to assist **homeless, refugee, migrant and undocumented immigrant persons, and youth transitioning out of foster care.** Proposals will also be considered from organizations that **demonstrate deep expertise with, and service to, rural and urban uninsured persons and those living in remote or high-poverty communities**. In addition, applicant organizations must demonstrate a significant proportion of their service utilizers reside in the foundation's [6-county service area](#).

Successful Proposals

Successful *Enroll All Eligible: Enrollment Assistance* proposals will demonstrate a clear commitment to, and deep experience with, connecting these populations to affordable, quality health care insurance coverage and other publicly funded benefit programs. Applicants must outline a specific plan to expand their organization's utilization of culturally appropriate staff to support uninsured consumers and families living in poverty to determine their eligibility for, and enrollment in, programs such as Healthcare.gov, CHIP, KanCare, MO Healthnet, TANF, SNAP, CCAP, SSI and WIC.

Proposals should explicitly address one or more of the following:

1. Lack of, or uneven distribution of, providers and/or geographically accessible enrollment assistance for the uninsured and underinsured population, including those with Medicaid and/or living in areas of high poverty in urban and rural communities.
2. Lack of access to culturally sensitive and bilingual outreach and enrollment assistance.
3. Limited literacy, technology and documentation needed to complete enrollment in the least amount of time possible.
4. Lack of experience with a complex eligibility and application system, and mistrust of government programs due to cultural unfamiliarity, documentation status, or real or perceived institutional and assister bias.

Grantee Expectations

Selected partners will be expected to:

1. Have adequate capacity to track project-related activities, outputs and outcomes.
2. Demonstrate a process for monitoring consumer follow-up and enrollment success.

The REACH Foundation also places a high priority on organizational capacity and effective nonprofit governance and management infrastructure. Simply, put, the foundation wants its partners to be an important part of the region's health care safety net for years to come. **Applicant organizations with which REACH does not have a prior funding history are not precluded from applying for or receiving funding.** However, they may be asked to provide additional documentation as part of the foundation's

grant review process in order to demonstrate capacity to carry out proposed activities. These documents may include, but are not limited to:

a. Current **Articles of Incorporation** on file with Secretary of State
b. Current **Certificate of Good Standing** on file with Secretary of State
c. Current **By-laws** reflecting board structure, number, composition and term limits, dated and signed by the corporate secretary
d. Most recent **Audit, IRS Form 990 and Letter to Management**
e. Certificate of **D&O Coverage** including coverage limits and covered parties
f. Board-approved **Non-Discrimination Policy** that meets or exceeds that of REACH, and which applies to both employment and services
g. Current **Organizational Chart** including all staff positions.
h. List of **Board of Directors** names, addresses and professional affiliation
i. Board-approved, dated **Conflict of Interest, Nepotism and Whistleblower Policies**
j. Board-approved **Strategic Plan/Theory of Change/Logic Model** reflecting core mission and work of the organization
k. Estimate of percentage of nonprofit corporation's services that **focus on health**
l. **Insurance and economic status of patients/clients** and how that information is captured and documented
m. Name or description of **database/electronic medical record/other software** used to track patient/client demographics and outcomes
n. Link to **website** if applicable

The foundation recognizes that small, new and emerging organizations may not have all of the above-listed documents or processes in place. REACH staff would be happy to provide examples, resources and technical assistance to organizations upon request.

Grant Awards & Terms

Award Range = $20,000 to $30,000

Grant Term = 12 months (July 1, 2019 – June 30, 2020)

Key Dates

Request for Proposals and Application issued   Wednesday, May 1, 2019

Proposal Deadline   **Thursday, May 30, 2019 by 4:00 p.m.**

Grant Award Notifications   Friday, June 14, 2019

Eligible Costs

- Personnel costs (salary and benefits up to 28%)
- Local mileage
- Professional development/training costs, including registration fees
- Marketing and communications
- Indirect costs (up to 10% of total budget)

Application

Click on the link, below, to access the *Enroll All Eligible: Enrollment Assistance* application.

https://www.GrantRequest.com/SID_520?SA=SNA&FID=35076

For More Information

If you have questions pertaining to the RFP or the application process, contact REACH Healthcare Foundation program staff at (913) 432-4196 or grants@reachhealth.org.