**Talking Points for Navigators/Assisters Meeting with Policymakers**

As someone who educated consumers about their options and helped people enroll in health insurance, you are uniquely qualified to educating a federal policymaker about outreach and enrollment in your state. These talking points should be seen as suggestions or a general “map” for some of the topics you could cover at a meeting. You should use your own words to best express these sentiments and have the conversations flow as naturally as possible. As always, feel free to tailor these so they fit your state’s environment.

**Describe Your Involvement in Outreach and Enrollment**

* [Stateians] are already benefiting from the new health care coverage that is now available to them because of [name of state Marketplace or ACA].
* I have seen these benefits firsthand, in my role as a [Navigator/Assister/Certified Application Counselor] at [Organization Name].
* During the first open enrollment period in our state, I educated consumers about their health insurance options and helped them choose the plan that met their health needs and worked for their budget.

**Background on Open Enrollment in Your State**

* The first open enrollment period was successful in [State] because of a lot of hard work, community coordination and consistent outreach to make it happen.
  + [State] enrolled [Number] people during the open enrollment period.
  + Even though STATE was successful, there is more to do to reach out to people who are still uninsured and may face greater barriers to getting covered.

***or***

* + Even though we enrolled [Number] people, we have a long way to go. In comparison to other states, we have a lot of work to do to lower the number of uninsured people in our state.
  + There are still XX,XXX people in [State] that are eligible for coverage but are uninsured, many of whom would benefit from the type of in-person enrollment assistance that my organization offers.

**Why In-Person Assistance Matters**

* In-person assistance is absolutely critical to getting more people enrolled. Navigators and Assisters help consumers through a multi-step process and explain their coverage options in plain language.
* In a recent survey of Assister Programs by the Kaiser Family Foundation, more than 80 percent reported that most or nearly all consumers who asked for help didn’t understand the ACA, the coverage choices or simply lacked confidence to apply on their own.
  + My personal experience supports this finding by the Kaiser Family Foundation. Let me share a story about [include story about a consumer who overcame a barrier with help from an Assister/Navigator].
* In-person assistance is particularly valuable for consumers with limited access to technology, low literacy skills, or language and cultural barriers. Let me share a story about [include story about a consumer who overcame a barrier with help from an Assister/Navigator].
* As a [Navigator/Assister], I worked with people with complex situations [insert story here about a consumer with a complex situation, e.g., immigration status, mixed-status family, Medicaid eligibility].
  + I was able to walk them through the process, answer their questions about which plan best fit their needs, how much the different plans cost and whether they were eligible to get financial help.
  + Without an Assister or Navigator, I truly believe this person would not have enrolled.
* Despite our success during the last round of open enrollment, we have a lot more work to do.
* In addition to covering more [Stateians] during the next open enrollment period in November, we will also be helping consumers re-enroll to be sure they keep their coverage.
  + Given what we learned this past year during the first open enrollment, consumer assistance will be critical to our success.

**Make an Ask**

* We hope we can count on your support to invest in in-person assistance in the future. I would be glad to be a resource for your staff along with our advocacy partner, [Organization Name] as we work to make the second open enrollment period a success.
* We hope you will join us in [include ask: e.g., publicize our enrollment events, attend an enrollment event, get the word out about financial help, etc.,].
* Thank you for your support as we work across [State] to educate consumers and get people signed up for the health plans that are right for them.