



Resources from States: Connecting Enrollment Assisters, Consumers and Coverage Gap Campaigns

Many advocates working on campaigns to close the gap have worked hard to foster connections between enrollment assisters, consumers and their coverage gap advocacy. To facilitate learning and sharing across states, we pulled together a group of resources from states that might be helpful as you begin or continue this area of work. Listed below are three different suggested ways enrollment assisters can engage consumers in participating in advocacy to close the coverage gap. Under each strategy are relevant examples from states that are using these that approach. For more information on how enrollment assisters can use each of the methods to connect consumers in a way that complies with their required duties, see [*Connecting Enrollment Assisters, Consumers and Coverage Gap Campaigns*](#).

Making a DIRECT Connection

[**Story Collection Contact Form \(Pennsylvania\)**](#)

This form from Pennsylvania Health Access Network makes a generalized ask for consumers to share their story with advocates. Enrollment assisters would use [this form](#) in conjunction with a consent form to collect contact information from the consumer. Advocates would then follow up with the consumer separately.

[**Authorization Form to Release PII Related to Insurance Status \(Pennsylvania and Maine\)**](#)

If an enroller feels comfortable collecting a consumers' story immediately after an enrollment appointment ends, [this release](#) will indicate the consumer's authorization of use of his/her personally identifiable information (PII) for these purposes. Pennsylvania Health Access Network and Maine Equal Justice Partners worked with their state medical associations to take into account federal laws such as HIPAA.

[**Coverage Gap Information Sheet \(Virginia\)**](#)

This one-pager from Virginia Poverty Law Center explains to the consumer that they fall into the coverage gap and gives options for receiving low-cost or free care. Enrollers can walk through [this sheet of information](#) with consumers during an appointment, but also may use it to refer them to external resources.

Making an INDIRECT Connection

[**Story Collection Palm Card \(Maine\)**](#)

This palm card from Maine Equal Justice Partners makes a generalized ask for consumers to share their story with advocates. Advocates have left these [palm cards](#) at community health centers and other places to help consumers "opt-in" to sharing their story.

Story Collection Postcards for Advocates ([Virginia](#) and [Missouri](#))

These materials – a [postcard from Virginia Consumer Voices for Healthcare](#) and a [postcard from Missouri Health Care for All](#) – are pre-addressed to advocacy organizations that are working on coverage gap campaigns. These postcards ask consumers to share their contact information so that advocates can follow-up with them later.

[Story Postcard for Policymakers \(Georgia\)](#)

This [postcard from Georgians for a Healthy Future](#) is addressed to state policymakers rather than to an advocacy organization. It asks consumers to express their support for closing the coverage gap and allows them to share their reason why. It also includes a basic explanation of the issue.

Referring Consumers to a Third Party**[Toolkit for Designated Person at Events \(Tennessee\)](#)**

This toolkit from Tennessee Justice Center is for volunteers and advocates who are specially designated at enrollment events as an in-person resource provider for people who fall into the gap. An enroller can direct consumers to this person once they discover that enrollment assistance is not possible. [This toolkit](#) has a number of resources for collecting stories and supporting consumers.

[Lives on the Line Pop-up Photobooth Toolkit \(Pennsylvania\)](#)

This toolkit from Pennsylvania Health Access Network instructs advocates in how they can create a pop-up photobooth for collecting consumer stories. It has [many resources](#) and concrete advice and tips about setting up the booth, how to engage consumers and what to do with the collected stories. Advocates could set up a pop-up photobooth at an enrollment event to collect stories on-site.

[Process for Following Up with Consumers in the Gap \(Florida\)](#)

This resource from Florida Legal Services can be used to follow-up with consumers who fall into the coverage gap and who may be interested in getting involved with coverage gap campaigns. This “roadmap” can serve as a guide for an advocate or volunteer (not an enrollment assister) to use after they collect a consumer’s contact information.