Abstract

Health Insurance Marketplace Navigator Program Internal Evaluation
North Central Florida Area
WellFlorida Council Inc.

Background: The Patient Protection and Affordable Care Act established in March 2010, was developed to target many components of our healthcare system including healthcare coverage for the high number of uninsured Americans. Being one of its major focuses, the act designs an insurance exchange system where consumers have the opportunity to compare healthcare benefits and cost. The Navigator role was designed to guide consumers through the enrollment process and education. The federal government granted funds to different organizations around the country for the purpose of funding this mission. Currently the WellFlorida Council Inc. is in charge of managing the grant for the North Central Florida area. This internal evaluation will allow the WellFlorida Council to modify and/or add strategies to their program for the following open enrollment period.

Methods: Evaluation consists of two methods of qualitative data collection approach, online surveys and phone interviews. Survey data was collected through the online portal of Survey Monkey. Surveys were categorized into two groups, navigators and partner organizations. The navigator survey consisted of 42 questions and the partner organization survey consisted of 28 questions. Phone interviews were conducted with four representatives from each partner organizations. A total of four questions were inquired.

Results: The results were categorized into seven target areas, Accessibility to Navigators; Accessibility to Hard Of Hearing and Language Assistance; Internal Communication Structure; Outreach Strategies; Access to Local, State and Federal Resources; Access to Local, State and Federal Resources; Navigator Training; Navigator Hiring. Among the seven areas, communication structure and navigator training/hiring reflected a need for strategizing. Both navigators and partners expressed concerns with these areas and its possible affect to last year’s enrollment process.

Conclusion: This evaluation allows for the internal improvement of the navigator program not only in the area, but also potentially in other parts of the state. This is important because it directly impacts the services that are being provided by the navigators to the consumers in need. The Affordable Care Act is a historical reform that will impact the health security of many Americans, without the constant evaluation of its parts; the success and progression of the program could be severely hindered.