



## Strategy 4: Positioning Trained Staff at Critical Access Points



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Helping Individuals Obtain Health Coverage  
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Hospitals remain one of the most important doors through which patients access health coverage.

Many hospitals have had staff certified as Covered California Certified Application Counselors (CACs) to enroll Californians in coverage with the online Covered California Single Streamlined Application. This builds on the hospitals' already strong practices and capabilities, which place enrollment staff/counselors at critical locations where patients access care.

### ACCESS POINTS

Hospital access points for the uninsured typically include inpatient admitting areas, emergency departments, obstetrics departments, pharmacies, laboratories, urgent care facilities, women's clinics, ambulatory surgical facilities and other outpatient sites.

Positioning enrollment staff in these access points is an effective way for hospitals to build strong relationships with patients. Hospitals are purposeful about this approach. Using highly trained personnel at strategically identified sites ensures they reach the greatest number of individuals requiring coverage eligibility and enrollment assistance.

For example, financial counselors in the emergency department can use laptops on wheeled carts to gather eligibility information once a patient is stabilized. The laptops enable counselors to interview patients at the bedside, in rooms and in the lobby, which is important because patients typically leave the facility quickly after discharge.



**Hospitals Have Many  
Access Points  
for the Uninsured**

## STAFF RESPONSIBILITIES

Staff responsibilities and training vary by hospital and access points within the facility. Staff training designed for specific roles and needs is essential to effective enrollment functions. At many hospitals, dedicated staff members specialize in specific coverage programs. Their titles include Medi-Cal liaison, California children's services assistant, and child health and disability prevention counselor.

## CENTRALIZED SUPPORT CENTERS

The coverage verification function may be centralized with staff that support financial counselors. Call centers have also proven helpful for initial eligibility screening and post-discharge patient follow up.

## CLINICIAN EDUCATION

Many hospitals state the importance of educating clinicians practicing in their facilities about the organization's enrollment assistance capabilities and financial assistance programs. Some hospitals choose to use internal outreach to educate nursing staff and physicians, because clinicians who understand that the organization has a robust process to help individuals access health coverage will know how and when to refer patients to financial counselors and other enrollment staff.



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