

## ENROLLING IN HEALTH CARE



Getting Americans enrolled in health coverage is critical for a good health care system.

Families USA is a national nonprofit, nonpartisan organization dedicated to the achievement of high-quality, affordable health care for all Americans. We partner with organizations and individuals across the entire spectrum of the health care community to achieve our mission.

## The first step in delivering on the promise of the Affordable Care Act

**The success of our health care system hinges on enrolling all eligible Americans.**

With the passage of the Affordable Care Act, America made a promise to its citizens: Enroll in health coverage, and you will receive insurance that is affordable, comprehensive, and high-quality. On January 1, 2014, that promise became a reality as Americans received health coverage—many for the first time in their lives.

**Enrollment should be accessible, simple, and efficient for each and every person who signs up for health care.**

A positive and successful enrollment experience is a critical part of an effective health care system. Because each person's health care needs are unique, all of us need an enrollment process that is accessible and efficient—with people to help us if we need it.

**Families USA knows that a successful enrollment system is only as good as the people who drive it.**

Successful enrollment consists of three things: Clear, consistent policy with eligibility rules that make sense; a streamlined application process; and competent, unbiased help for consumers when and where they need it.

Families USA's enrollment team works with states and the federal government to advocate for enrollment systems based on a consumer-centered approach, sound policies, and proven best practices taken directly from the field.

We help programs reach and engage with their communities to ensure that everyone who is eligible for coverage enrolls to get the care they need.

And we work with local programs to train the in-person consumer helpers (called "navigators" and "assisters") who assist consumers as they apply for health coverage.