

CHIP CASE STUDY

Education Addresses Barriers to Enrollment and Satisfaction

Objectives

Pennsylvania's Children's Health Insurance Program CHIP ("CHIP") – administered by the Department of Human Services ("DHS") – provides health insurance to uninsured children and teens who are not eligible for or enrolled in the Medical Assistance Program and who are not covered by private insurance.

Although no family makes too much money to enroll children in the federally sponsored CHIP program, enrollment numbers have been decreasing, especially in some urban and rural counties of Pennsylvania – persuading the DHS to uncover the underlying reasons for this decline in enrollment in the program and develop strategic solutions to encourage any family to use this low-cost, health insurance resource.

Competing as a children's health insurance option in a market comprised of large, employer insurance programs and multiple-option marketplace offerings has driven the team at CHIP to go to extra lengths to uncover consumer barriers which impede the enrollment and re-enrollment process – using market research as their key resource for information

Results

Key Challenges uncovered with the intensive research study included program awareness, eligibility, a low-income stigma, missed constituent targets and website usability. Solutions developed by the strategists at FieldGoals.US were implemented immediately and included education, website and APP re-design, and creative messaging surrounding eligibility – as well as targeting missed market opportunities.

At a Glance

Topics of Discussion

- Barriers to enrolling and re-enrolling in the CHIP program
- Awareness and perceptions of the CHIP program
- Improvements to the CHIP website – as well as its partner websites
- Resonance of current CHIP messaging and advertising

Recruitment Tactics

The team at FieldGoals.US developed a series of research methodologies to interview constituents across the state – including CHIP parent enrollees and non-CHIP parents.

Focus Groups were conducted across Pennsylvania, with the staff and leadership at CHIP observing via streamed video.

Conclusions

"The research and strategy provided by the FieldGoals.US' work on the CHIP program has been crucial in our attempt to increase our share of the marketplace by providing superior healthcare insurance and services to a segment of families previously unable to afford or retain healthcare coverage for their children. The program provides identical – if not better – service coverage, lower co-pays and non-existent deductibles – we just needed to get the word out there with proper education, technology, and messaging."