

Employer Based Outreach Strategies



There are presently thousands of children in Virginia who do not have health insurance but are eligible for free or low-cost coverage provided by the state - FAMIS Plus and FAMIS. Most of them live in families where at least one parent is working. Unfortunately, not every working parent is able to afford health insurance for their children even if it is offered through their employer and many of them do not know that free coverage is available. Because uninsured children often do not get the medical care they need, they miss more time from school, and this can cause their parents to miss time from work.



What Businesses Can Do To Help:

- Determine if there are employees with children that do not have health insurance working at your company. A family of two (parent and child) can earn about \$32,841 annually and qualify for these programs. A family of four can earn about \$49,815.
- Display a flyer or poster in key locations around the company – break rooms, bulletin boards, etc. Free materials are available from the state (coverva.org).
- Put an insert in employee pay envelopes that gives program information and a number to call for assistance.
- Put an article describing the programs, who is eligible, and covered benefits in an employee newsletter or bulletin. Repeat the information every six months.
- Arrange for a presentation at a staff meeting.
- Include program information and an application in all packets for new employees.
- Inform employees about this opportunity before open enrollment periods for your company's insurance plan so they know it is an option.
- Train human resources/benefits staff to refer employees to the proper place in your community for information and assistance and/or, if there are a large number of employees who may qualify, have company staff trained to help employees successfully complete the application.
- Arrange for on-site enrollment times before/after or during work hours where employees can meet with individuals trained to help them determine if their children are eligible and to complete an application.
- Cooperate in verifying income or health insurance information if requested. Allow employees to use copy machines and fax machines to prepare paper applications and/or computers to apply online.
- Encourage your local Chamber of Commerce, business associations, and other employers to help inform workers about these programs.
- Serve as a spokesperson/representative from the business community and join local community efforts to increase enrollment of eligible children and pregnant women.
- Educate employees about the FAMIS *Select* program which allows employees with FAMIS enrolled children to use state funds to buy into employer-sponsored or private health insurance plans.