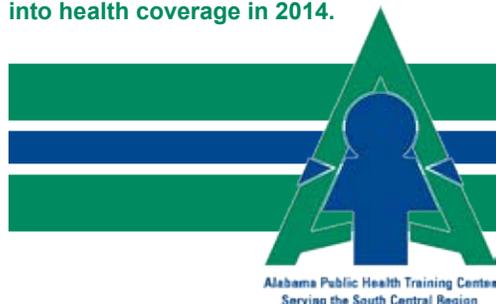


Implications of the Affordable Care Act: Effective Strategies for Outreach and Enrollment

Satellite Conference and Live Webcast
Wednesday, July 24, 2013 12:00-1:30 p.m. (Central Time)

1:00-2:30 p.m. (Eastern) • 11:00 a.m.-12:30 p.m. (Mountain) • 10:00-11:30 a.m. (Pacific)

Starting on October 1st, 2013, for the first time the uninsured will have expanded access to quality, affordable health care through the Affordable Care Act. Unfortunately a majority of people have no idea that coverage will be available to them. In order to improve overall maternal and child health, it is important to understand these changes and be able to implement effective strategies to reach out to consumers. This session will provide both a national and local perspective, through an overview of new health coverage options provided by the Affordable Care Act and a national campaign that is working to reach consumers. This session will detail effective outreach tools and strategies that participants can use to enroll consumers into health coverage at the local level. Experts in the field will focus on the changes to come, how they may impact your state, ways to get involved, and best practices for getting consumers enrolled into health coverage in 2014.



PROGRAM OBJECTIVES

1. Describe health insurance marketplaces and how they benefit consumers.
2. Discuss how to prepare staff for the changes coming through the Affordable Care Act.
3. Identify effective strategies for increasing insurance coverage among your target constituency.
4. Discuss Enroll America's national *Get Covered America* campaign.

FACULTY

Jodi Ray, MA
Program Director
Florida Covering Kids and Families
University of South Florida

Jessica Kendall, MPH
Outreach Director
Enroll America

CONFERENCE DETAILS:

Target Audience: Pediatricians, nurses, social workers, maternal and child health professionals, public health administrators and educators, academicians

Continuing Education: Nurses 1.5 hours, social workers 1.5 hours

**Non-ADPH employees are charged a fee to receive CE Certificates. Additional information can be found at www.adph.org/alphtn*

Registration: www.adph.org/alphtn

Technical Information: To receive complete technical information you must register at www.adph.org/alphtn.

Satellite - Live satellite conference on C band (analog).

Webcast - Watch with RealPlayer or Windows Media Player. Test your computer with the "test connection link" at www.adph.org/alphtn.

Audio - To listen by phone, call 1-888-557-8511. Enter access code 972-1530 #. Press # again to listen to the conference.

On Demand - Available 2-3 business days after the live broadcast from the On Demand page of our website.

Conference Materials: Posted on our website approximately one week before the program for registered participants.

Conference Details Questions: Call: 334-206-5618 | Email: alphtn@adph.state.al.us

The Alabama Department of Public Health is an approved provider of continuing nursing education by the Alabama State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation