

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 and FAMIS Plus. 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 their parents 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 \$27,380 and still qualify. A family of four can earn about \$41,300.
- Display a program flyer or poster in key locations around the company – break rooms, bulletin boards, etc. Free materials are available from the state.
- Put an insert in employee pay envelopes that gives information about the programs and a number to call for assistance or the address for the online application.
- Put an article describing the programs, who is eligible, and covered benefits in an employee newsletter or bulletin. Repeat the information six months later.
- 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 the company's insurance plan. Employees should be aware that if they purchase the company's family coverage and then drop it because they can't pay the premiums they may make their child ineligible for the state's program for 4 months.
- Train human resources staff or benefits managers to refer employees to the proper place in your community for information and assistance and/or have company staff trained to help employees successfully complete the application, if there are a large number of employees who may qualify.
- Arrange for on-site enrollment times during or before/after work where employees can meet with individuals trained to help them determine if their children are eligible and complete the application.
- Cooperate in verifying income if requested. Allow employees to use copy machines, fax machines to prepare applications and 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 and representative from the business community and join local efforts to increase enrollment of eligible children in your community.

For additional information on this topic, contact:

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