

# WHAT IS THE GET COVERED CONNECTOR?



**The Get Covered Connector is a nationwide online scheduling tool that allows consumers to search for free local enrollment assistance.**

The administrative side of the Connector allows partners to create appointment schedules, track outcomes, and create program reports. Community coalitions such as nonprofits, school districts, Navigator groups, and federally qualified health centers are using the Connector for aggregated reporting, outreach, and organizational purposes.

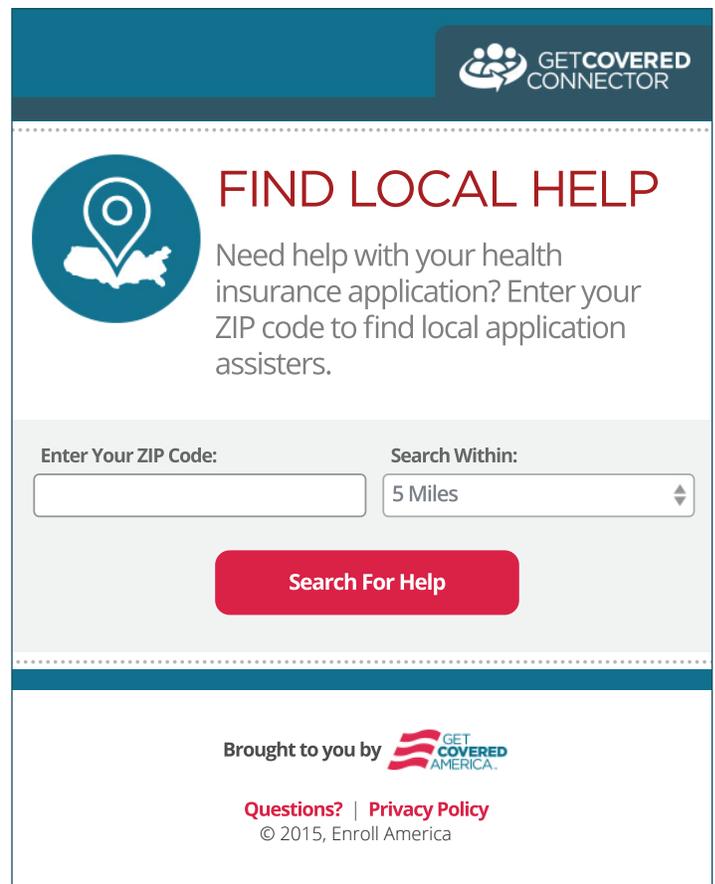
## How Does it Work?

The Get Covered Connector allows **assisters** and **community outreach partners** to:

- Manage all assister schedules in one system
- Help consumers find and schedule appointments with local assistance
- Automatically remind consumers about their appointments
- Receive notifications when appointments are scheduled
- Access all of their data for all reporting needs

The Get Covered Connector allows **consumers** to:

- Search for help by ZIP code, review their options, and schedule an appointment online
- Receive automated notifications and reminders of their appointment via email and/or text message
- Access contact information for local assisters so they can contact assisters directly if they have questions or problems



The screenshot shows the 'Find Local Help' section of the Get Covered Connector website. It features a blue header with the logo and the text 'GET COVERED CONNECTOR'. Below the header is a circular icon with a location pin and a map of the United States. To the right of the icon is the heading 'FIND LOCAL HELP' in red, followed by the text 'Need help with your health insurance application? Enter your ZIP code to find local application assisters.' Below this text are two input fields: 'Enter Your ZIP Code:' with a text box, and 'Search Within:' with a dropdown menu set to '5 Miles'. A red button labeled 'Search For Help' is positioned below the input fields. At the bottom of the page, it says 'Brought to you by' followed by the 'GET COVERED AMERICA' logo, and 'Questions? | Privacy Policy' with a copyright notice '© 2015, Enroll America'.

## Why is This Important?

Increasing awareness and access to in-person assistance is crucial to maximizing enrollment, and the Connector provides a proven tool to do just that.

Even though free in-person enrollment assistance is available in every state, consumer awareness has been low – and people haven’t always known how to find local help. After the first open enrollment period, fewer than half of enrollees and less than a quarter of the uninsured knew about free in-person help.

**But those consumers who did receive in-person assistance were nearly 60% more likely to enroll compared to those who started the enrollment process on their own online.** More than half of all consumers who received in-person help through the Connector successfully enrolled.

## Connector Customization

- Subscribing partners can get a co-branded widget with their organization’s colors and logo to embed on their website.
- For an additional fee, subscribing partners can access the Connector API if they would prefer to customize the tool for integration into their website.
- Interested in becoming a Connector partner? Email us at [Connector@EnrollAmerica.org](mailto:Connector@EnrollAmerica.org).

## How Effective is the Tool?

- During the most recent open enrollment period, 77% of all uninsured Americans lived within 10 miles of application assistance support listed in the Connector.

- Because of our work with partners across the country to build upon and audit the list of assister locations in the HealthCare.gov Local Help tool, Enroll America believes the Connector is the most comprehensive single assistance look-up tool available to consumers.
- Nearly 100,000 appointments have been scheduled through the Connector, with 46% of appointments that take place resulting in a successful enrollment outcome.

### What do Connector Partners Have to Say?



“Last year we had a lot of trouble getting people into the marketplace. Since the Connector has come along, our marketplace applications have skyrocketed. We wouldn’t have nearly the amount of appointments that we’ve had this year if it were not for the Connector. So it’s been a great tool to help people enroll for all types of insurance.”



**Certified Application Counselor, Ohio**

“We know from your data that minorities in particular are more likely to enroll with in-person assistance. If the appointment is made online through the Connector, then the confirmation call is the first personal contact with the consumer. It sets the stage for how the appointment should feel to the consumer: individualized, respectful, and helpful.”



**Partner Connector Administrator, South Carolina**

“Fusing the Connector with our main online ‘Find Help’ tool allowed us to co-brand the Connector and color-customize it to fit in seamlessly with our website – resulting in the Cover Oregon widget getting over 33,000 unique website visits”



**Partner Connector Administrator, Oregon**

### Enrollment Rates Among Consumers Who Started with In-Person Help vs. Online

**51%**

With In-Person Help

**32%**

Online Without In-Person Help

Source: Enroll America data from the Get Covered Connector and [GetCoveredAmerica.org](http://GetCoveredAmerica.org), Nov. - Dec. 2014