



# Outreach & Enrollment Workshop

Making an Impact by Connecting Dakotans to Coverage and Care

## Agenda

September 25-26, 2024 Aberdeen, SD



### Wednesday, September 25

<b>8:30 - 9:00 am</b>	<b>Registration and Breakfast</b>
<b>9:00 - 9:15 am</b>	<b>Welcome and Introductions</b> Penny Kelley, Outreach and Enrollment Program Manager, CHAD
<b>9:15 - 10:00 am</b>	<b>The Power of Personal Narratives</b> Kuol Malou, Design Narratives
<b>10:00 - 10:45 am</b>	<b>Health Insurance Enrollment Trends &amp; Opportunities: Dakotas Data Review</b> Lindsey Karlson, Director of Programs and Training, CHAD
<b>10:45 - 11:00 am</b>	<b>Break</b>
<b>11:00 - 12:15 pm</b>	<b>Panel Discussion: Developing a Health Insurance Enrollment Referral Pipeline</b> Emily Haberling, CHAD; Judy McCarthy, WSDCA; Lori Kinn, Family HealthCare
<b>12:15 - 1:00 pm</b>	<b>Lunch (Provided)</b>
<b>1:00 - 2:15 pm</b>	<b>Annie's Journey: Navigating Life's Tough Choices</b> Andrea Olson, Community Action Partnership of ND
<b>2:15 - 2:30 pm</b>	<b>Break</b>
<b>2:30 - 4:00 pm</b>	<b>Coverage Scenarios</b> Penny Kelley, CHAD
<b>4:00 - 5:15 pm</b>	<b>Coverage to Care: Connecting Consumers to Primary Care</b> Presenters TBD
<b>6:30 - 8:00 pm</b>	<b>Evening Social Activity and Dinner</b>



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### Thursday, September 26

<b>8:30 - 9:00 am</b>	<b>Breakfast and Navigator Photos</b>
<b>9:00 - 9:45 am</b>	<b>Using the Open Enrollment Toolkit &amp; Best Practices to Engage the Public</b> Brandon Huether, Communications and Marketing Manager, CHAD
<b>9:45 - 10:30 am</b>	<b>Health Insurance Plan Education: Picking a Plan</b>
<b>10:30 - 10:45 am</b>	<b>Break</b>
<b>10:45 - 12:00 pm</b>	<b>Resource Binder Review</b>
<b>12:00 - 12:45 pm</b>	<b>Lunch (Provided)</b> Certified Application Counselors, Community Health Workers and ND Navigators are welcome to head home following lunch. SD Navigators have additional afternoon content
<b>12:45 - 2:30 pm</b>	<b>SD Get Covered Collaborative: Goals and Documentation Review</b>

**Open Enrollment  
begins November 1.**

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