



# Outreach & Enrollment Workshop

Making an Impact by Connecting Dakotans to Coverage and Care

# Agenda

September 25-26, 2024

Aberdeen, SD



# Wednesday, September 25

8:30 - 9:00 am	<b>Registration and Breakfast</b>
9:00 - 9:15 am	<b>Welcome and Introductions</b> <i>Penny Kelley, Outreach and Enrollment Services Program Manager, CHAD</i>
9:15 - 10:00 am	<b>The Power of Personal Narratives</b> <i>Kuol Malou, Owner and Founder, Design Narratives</i> We'll explore how these stories can humanize the complex concepts associated with health insurance, making them more relatable and understandable. By sharing real-life experiences, we can highlight the tangible benefits of health insurance, such as financial protection, access to necessary medical services, and overall peace of mind.
10:00 - 10:45 am	<b>Health Insurance Enrollment Trends &amp; Opportunities: Dakotas Data Review</b> <i>Lindsey Karlson, Director of Programs and Training, CHAD</i> In this session, we will review health insurance enrollment data from Medicaid, CMS, and other partners to identify areas of opportunity for education and outreach in North Dakota and South Dakota.
10:45 - 11:00 am	<b>Break</b>
11:00 - 12:15 pm	<b>Panel Discussion: Developing a Health Insurance Enrollment Referral Pipeline</b> <i>Emily Haberling, CHAD; Judy McCarthy, WSDCA; Lori Kinn, Family HealthCare</i> Referrals from partners and health center staff are vital to the work of Navigators and certified application counselors. In this panel discussion, three Navigators will share how they have created effective referral pipelines to increase access to health insurance.
12:15 - 1:00 pm	<b>Lunch (Provided)</b>
1:00 - 2:15 pm	<b>Annie's Journey: Navigating Life's Tough Choices</b> <i>Andrea Olson, Community Action Partnership of ND</i> Step into the shoes of Annie, a resilient mother from Evansville, Indiana, as she navigates the challenging landscape of financial instability and difficult decisions. This interactive session will take you through Annie's story, where you will face dilemmas and make choices that impact her family's future. Through this activity, you will gain a deeper understanding of the complexities of poverty and the tough decisions that millions of Americans face daily. Join us to explore empathy, resilience, and the power of informed decision-making in overcoming life's obstacles.
2:15 - 2:30 pm	<b>Break</b>
2:30 - 4:00 pm	<b>Health Insurance Plan Education: Picking a Plan</b> <i>Penny Kelley, Outreach and Enrollment Program Services Manager, CHAD</i> Understanding health insurance terms and plan options is crucial for helping consumers to make informed decisions. This session will equip attendees with the skills to assess and compare essential plan details when they guide consumers through complex plan choices.

4:00 - 5:15 pm	<p><b>Coverage to Care: Connecting Consumers to Primary Care</b>  <i>Adam Anderson, Falls Community Health; Cori Jacobson, Delta Dental; Erica Allen, Helpline Center (Via Zoom)</i></p> <p>Assisting consumers with enrollment in a health insurance plan is only the first step to improving the health of those we serve. Working with our partners also plays an important role in helping consumers get connected to primary health care services.</p> <p>In this session, presenters will introduce CHAD's new Coverage to Care initiative and discuss practical strategies and resources for connecting consumers to medical, behavioral health, and dental care.</p>
6:30 - 8:00 pm	<p><b>Evening Social Activity and Dinner</b>  Village Bowl, 902 5th Ave NW, Aberdeen</p>

## Thursday, September 26

8:30 - 9:00 am	<p><b>Breakfast and Navigator Photos</b></p>
9:00 - 9:45 am	<p><b>Using the Open Enrollment Toolkit &amp; Best Practices to Engage the Public</b>  <i>Brandon Huether, Communications and Marketing Manager, CHAD</i></p> <p>Learn best practices related to marketing, such as engaging with the public at events, using marketing materials, and having a goal in mind when speaking with others.</p>
9:45 - 10:30 am	<p><b>Coverage Scenarios</b>  <i>Penny Kelley, Outreach and Enrollment Program Services Manager, CHAD</i></p> <p>During this session, participants will discuss a variety of complex case scenarios, including how to calculate income for those who are self-employed and understand citizenship and immigration status to determine eligibility for Marketplace plans and health insurance for DACA recipients. Session participants will discuss each scenario in a small group setting where they can ask questions, share resources, and determine how best to respond to each scenario.</p>
10:30 - 10:45 am	<p><b>Break</b></p>
10:45 - 11:30 am	<p><b>Coverage Scenarios - Continued</b></p>
11:30 - 12:00 pm	<p><b>Resource Binder Review</b>  <i>Penny Kelley, Outreach and Enrollment Program Services Manager, CHAD</i></p> <p>In this session, we will review each part of the resource binder provided. Included in the binder are resource and reference materials that will help attendees in their day-to-day work assisting consumers. Binder materials will also be available electronically.</p>
12:00 - 12:45 pm	<p><b>Lunch (Provided)</b>  <i>Certified Application Counselors, Community Health Workers and ND Navigators are welcome to head home following lunch. SD Navigators have additional afternoon content.</i></p>
12:45 - 2:30 pm	<p><b>SD Get Covered Collaborative: Goals and Documentation Review</b>  <i>Penny Kelley, Outreach and Enrollment Program Services Manager, CHAD</i></p> <p>A new grant cycle means new goals and requirements. In this final Navigators only session, we will discuss best practices to report and review goals and progress accurately. We will also introduce new processes for requesting promo items, brochures, and pre-travel approval.</p>

Application has been submitted and approved through the Community Health Worker Collaborative of South Dakota (CHWSD) for 12 CHW/CHR CEUs. Completion of the entire educational activity is required to receive CEUs.  
CEU Number: CHWSD-24-003.

# Presenters



**Penny Kelley**  
*Outreach &  
Enrollment Services  
Program Manager,  
CHAD*

Penny Kelley serves CHAD as the Outreach and Enrollment (O&E) Services Program Manager, where she manages the O&E programs in North and South Dakota, providing planning and development for program strategies and practices. She also coordinates Navigator activities and provides training and expertise to South Dakota health centers and partners.

Her role involves strategic planning, development of program strategies, and coordination of Navigator activities. She also lends her expertise to health centers and partners in South Dakota, fostering a collaborative environment.

Penny holds a Bachelor of Science in Sociology and a Composite Business Administration degree from Black Hills State University, with specializations in Accounting, Marketing, Human Resources, Finance, and Business Management. She also earned a minor in American Indian Studies, reflecting her diverse academic interests. Beyond her professional commitments, Penny serves as the Vice Chair of the Governor's Behavioral Health Advisory and contributed in implementing the Statewide 988 Crisis hotline as part of the 988 Stakeholder Coalition. Her diverse background and unwavering dedication continue to drive her contributions to her field and community.

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**Lindsey Karlson**  
*Director of Programs  
and Training, CHAD*

Lindsey Karlson serves as the director of programs and training at CHAD. In her role, Lindsey leads a staff team who delivers a broad array of health center facing programs and trainings, including clinical quality, outreach and enrollment, health equity, emergency preparedness and the Dakota AIDS Education Training Center (DAETC). Lindsey also leads initiatives related to health center board development, operational excellence and compliance.

Prior to joining CHAD, Lindsey spent eight years working for Horizon Health, a large, rural Federally Qualified Health Center (FQHC) in South Dakota. There, she first served as director of the Prairie Health Information Technology (HIT) Network, a collaboration of three FQHCs in South Dakota focused on IT support and HIT adoption.

For more than 15 years, Lindsey has been an advocate for rural places and what they need to thrive. She began her career working in rural community development and leverages that experience to continue supporting rural health care services.

Lindsey holds a bachelor's degree from Augustana University in economics and sociology.

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**Brandon Huether**  
*Marketing and  
Communications  
Manager, CHAD*

Brandon Huether serves as the Marketing and Communications Manager at CHAD, Brandon develops and implements CHAD's branding and communications strategy and manages creative and cross-departmental projects. He develops innovative communications plans, marketing initiatives, and strategic awareness campaigns to support staff and member health centers. Brandon's passion for quality of life and wellness/well-being for all is what he loves about being with CHAD.

Prior to joining CHAD, Brandon worked for the City of Sioux Falls where he led marketing and communications efforts for the parks and recreation department and other city departments and helped garner multiple awards and accolades.

Brandon received his Bachelor of Arts degree in Graphic Design at Concordia College in Moorhead, Minnesota.

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# Presenters



**Kuol Malou**  
*Founder, Design Narratives and Nilotic Wellness Foundation*

Kuol is a seasoned community engagement specialist and strategic planner, deeply committed to advancing health equity and social justice for vulnerable communities. He is the founder of Design Narratives, a business dedicated to crafting powerful organizational stories and narratives that resonate with diverse audiences. Through Design Narratives, Kuol has successfully partnered with various organizations to create culturally sensitive messaging and strategic communication plans that effectively reach BIPOC, immigrant, and refugee communities.

Kuol's collaboration with the Community HealthCare Association of the Dakotas (CHAD) has been instrumental in expanding Medicaid coverage and enhancing outreach efforts across South Dakota. He has led initiatives to address health disparities, facilitate focus groups, and develop strategic plans that align with the needs of immigrant, refugee, and BIPOC communities. His ability to build trust and foster meaningful connections within these communities has been critical to the success of these efforts.

With a strong background in business, strategic planning, and community advocacy, Kuol is passionate about creating positive change. His work is driven by a deep commitment to race equity and social justice, making him a valuable contributor to initiatives aimed at promoting inclusive health access and empowering marginalized communities.

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**Andrea Olson**  
*Executive Director, Community Action Partnership of ND*

As the Executive Director for the Community Action Partnership of North Dakota, Andrea works on a number of initiatives and programs including training and technical assistance for North Dakota's Community Action Agencies. She has worked in the non-profit sector for 17 years and has been with the CAPND since 2008. Andrea has a Bachelor's degree in Sociology from North Dakota State University and a Master's Degree in Public, Human Service, and Health Administration from Minnesota State University Moorhead. Andrea is a Certified Community Action Professional and National Certified ROMA Trainer and ROMA Implementer.

Andrea has served as the Chair on the Board of Directors for the North Dakota Coalition for Homeless Persons and is a previous member of the North Dakota State PTA Board. She is the proud recipient of the 2017 Charles Braithwait Award for Leadership for her efforts to ensure ongoing National support for the Community Action Network.

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## **Special Thank You to our Panelists**

Emily Haberling, Outreach and Enrollment Navigator, CHAD  
Judy McCarthy, ACA Navigator, Western South Dakota Community Action  
Lori Kinn, Patient Development Manager, Family HealthCare  
Elizabeth Schenkel, Policy and Partnership Manager - SD, CHAD  
Adam Anderson, Care Coordinator, Falls Community Health  
Cori Jacobson, Delta Dental South Dakota  
Erica Allen, Suicide Loss and Support Coordinator, Helpline Center

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*Thank you!*