### The Challenge
- People of all ages, races, incomes, and education struggle with limited health insurance literacy.
- Marketplace enrollment assisters help consumers find, choose, and use health insurance coverage.
- After the first open enrollment period, 92% of assister programs reported limited penetration.

### The Goal
- Increase enrollment assisters’ ability to clearly communicate health insurance literacy and its impact on consumers.
- Empower assisters with practical health communication skills.

### Target Population
- Marketplace enrollment assisters in Missouri, including Certified Application Counselors (CACs) and navigators.

### Objectives
- Increase knowledge of health insurance literacy principles
- Increase assisters’ use of clear health communication skills with consumers
- Increase distribution of health insurance literacy materials and resources

### Development
Used Adobe Captivate to create courses with interactive elements:
- Video
- Question and answer
- Rollover text
- Case scenarios

### Delivery
Used the Biz Library learning management system to:
- Host the eLearnings
- Register users and assign eLearning courses
- Track user progress
- Administer and report pre- and post-test data

### Training Content
- How to speak so that consumers understand
- Empowering people with health insurance
- What is health insurance literacy?
- Diversity at your desk: Helping everyone get, keep, and use health insurance
- How to use plain language to create clear materials
- How to use numbers clearly
- How to use handouts with consumers

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**Outcomes**
- 102 enrollment assisters registered to take the eLearnings through the online training center
- 39 registered users have completed at least one eLearning

On the post-test surveys:
- 82% of users strongly agree or somewhat agree that the interactive components within the eLearnings helped them understand health insurance literacy principles and skills
- 89% of users strongly agree or somewhat agree they have a better understanding of health insurance literacy after participating in the eLearnings
- 97% of users indicate they are very likely or somewhat likely to use the skills and information in their work

**Implications**
- Enrollment assisters play an important role in helping consumers understand how to get, keep, and use health insurance.
- Online eLearning trainings provide an effective alternative to traditional in-person trainings to help enrollment assisters learn skills to clearly communicate.
- Registration and participation in the eLearnings was low due to the timing of initial rollout, which coincided with the open enrollment period. Future efforts will promote the eLearning series during post-open enrollment.

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For more information, contact:
Diane Whitson, MPH, CHES
dwhitson@healthliteracymissouri.org

Connect with us!
- Health Literacy Missouri
  - 911 Washington Avenue, Suite 625
  - St. Louis, MO 63101
- www.healthliteracymissouri.org
- www.twitter.com/healthlitmo
- www.facebook.com/healthliteracymissouri

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