



Health Literacy Missouri and Cover Missouri

Promoting health insurance literacy through an online training environment



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 requested additional, in-depth training on specific topics, including health insurance literacy and answering post-enrollment questions.

The Goal

- Increase enrollment assisters' ability to clearly communicate health insurance information to consumers by:
 - Educating assisters about health insurance literacy and its impact on consumers
 - Teaching assisters 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

The Project



Delivered eight online, interactive eLearnings on health insurance literacy topics

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



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:



of users **strongly agree** or **somewhat agree** that the interactive components within the eLearnings helped them understand health insurance literacy principles and skills



of users **strongly agree** or **somewhat agree** they have a better understanding of health insurance literacy after participating in the eLearnings



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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