

Health Improvement Funding Opportunity

Increasing Health Insurance Enrollment

Our goal is to increase enrollment rates in underserved areas or among vulnerable populations to improve access and promote the sustainability of critical health services. The Trust will support outreach and enrollment efforts that target communities with large numbers of eligible but unenrolled residents or counties with low enrollment penetration rates.

Goal

Maintain or increase overall enrollment of individuals with low-income in the Affordable Care Act and Medicaid.

Strategy

Conduct broad-based communications, community education, and advocacy efforts that advance goals.

Timeframe

Call-by date: **September 25 2020**

Application deadline: **October 8, 2020**

Geographic Focus

Statewide

About Health Improvement in North Carolina

Through our Health Improvement in North Carolina program area, we invest in solutions that improve the quality of health for residents of North Carolina by supporting equitable access to health care and equitable health outcomes.

Opportunity Details

Several studies by the National Institute of Medicine conclude that a [lack of insurance](#) is hazardous to individual and community health. The Patient Protection and Affordable Care Act, signed into law in 2010, has led to historic gains in health insurance coverage. A robust enrollment effort in North Carolina helped reduce the uninsured rate from about 21 percent in 2010 to a little more than 10 percent in 2017. Still, there is more work to be done to expand access to health services for the nearly 1 million North Carolinians who remain uninsured.

Our goal is to increase enrollment rates in underserved areas or among groups that have been marginalized to improve access and promote the sustainability of critical health services. The Trust will support communications, outreach and enrollment efforts that target communities with large numbers of eligible but unenrolled residents or counties with low enrollment penetration rates.

Related Funding Opportunities

The Trust is also interested in efforts to educate the public about the opportunity to close the Medicaid coverage gap. View the current [Medicaid expansion funding opportunity](#).

Contact

To schedule a conversation about this opportunity, please contact Program Coordinator Alison Duncan for an initial consultation at alison@kbr.org or 336-397-5521.