

# Health Improvement Funding Opportunity

## Closing the Medicaid Coverage Gap

The Trust is interested in efforts to educate the public about the opportunity to close the Medicaid coverage gap. We will support communication campaigns to educate people who would benefit most from expansion, as well as key stakeholders such as providers, first responders, and local business leaders.

### **Goal**

Protect and expand Medicaid eligibility.

### **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.

The most important step for reducing the uninsured rate in North Carolina is expanding Medicaid eligibility. The Affordable Care Act incentivizes states to extend Medicaid coverage to low-income residents who do not qualify for traditional Medicaid or subsidies to purchase private health insurance. The federal government covers most of the costs for these new Medicaid enrollees. Studies show that expanding Medicaid will create new private sector jobs, bolster rural hospitals, and increase access to health care for the financial disadvantaged.

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### Related Funding Opportunities

The Trust is also interested in increasing health insurance enrollment rates in underserved areas or among groups that have been marginalized to improve access and promote the sustainability of critical health services. View the current [health insurance enrollment funding opportunity here](#).

### Contact

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