

# Maximizing Enrollment

## Transforming State Health Coverage

**Maximizing Enrollment: Transforming State Health Coverage** is a \$15 million, four-year initiative of the Robert Wood Johnson Foundation (RWJF). It aims to help states transform their eligibility and enrollment systems to improve enrollment and retention of children who are now eligible for Medicaid and the Children's Health Insurance Program (CHIP), and to prepare to enroll newly eligible individuals and families in public and publicly subsidized health coverage. By helping selected states improve their systems, policies and procedures — and measure the impact of these changes — RWJF hopes not only to increase the efficiency and effectiveness of these programs in enrolling and retaining those eligible, but to share knowledge about what works to increase enrollment and retention within public and publicly subsidized health coverage in all states.

In February 2009, eight states were awarded up to \$1 million each as part of this initiative. Under the direction of the National Academy for State Health Policy (NASHP), which serves as the national program office for *Maximizing Enrollment*, the initial phase of the program focused on an assessment of the strengths and weaknesses in grantee state enrollment and retention systems. In addition to the tailored technical assistance provided to grantees to develop and implement system improvement plans, the program offers peer-to-peer learning opportunities to share information about challenges and effective strategies. The grantees receive support to implement strategies focused on:

- Simplifying processes and reducing paperwork
- Using new technology to achieve more efficient and consumer friendly enrollment systems
- Using data more effectively to guide and evaluate improvements
- Changing the culture and improving coordination among agencies

Lessons learned from the program are being shared nationwide over the four years of the program so other states can benefit from grantees' experience. Among other resources, the program offers a web-based interactive self-assessment toolkit to enable other states to diagnose their own strengths and weaknesses as they embark on efforts to improve their own systems, policies and procedures. The program also features reports, webinars and other resources to aid state efforts in this area.

**For more information about *Maximizing Enrollment* or its grantees, visit [www.maxenroll.org](http://www.maxenroll.org).**

### **Maximizing Enrollment's National Program Office, National Academy for State Health Policy**

#### **Co-Director**

Catherine Hess

#### **Co-Director**

Alice Weiss

#### **Deputy Director**

Maureen Hensley-Quinn