

GEORGIA ACCESS



October Office Hour for CDOs
October 31, 2024

GEORGIA ACCESS ASSISTER PROGRAM TEAM



Dr. Tangelia Clary-Marshall
Engagement Director



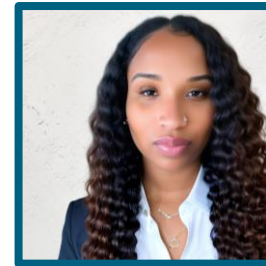
Kenya Taylor
Assistant Engagement Director



Alexandra Frasqueri
Assister Program Manager



Richetta Milton-Jacks
Assister Program Analyst



Larissa Williamson
Assister Program Analyst

OFFICE HOUR HOUSEKEEPING



Submit your questions in the chat



Raise your hand to ask a question



Email us at *CDOs@GeorgiaAccess.ga.gov*

AGENDA

#	Section	Slide(s)
1	Georgia Access Specialist License Update	5-6
2	CDO Reporting Updates	7-9
3	Consumer Outreach	10-11
4	Required and Prohibited Activities for CACs	12-14
5	Outreach Toolkit	15-17
6	Georgia Access Entity Portal	18-20
7	Timeline and Resources	21-23
8	Q&A	24

GEORGIA ACCESS SPECIALIST LICENSE UPDATES

GEORGIA ACCESS SPECIALIST LICENSE REQUIREMENTS

CACs are now encouraged to complete pre-licensing training and pay the \$55 licensing fee to assist consumers starting on 11/1.

Complete the below steps to apply for a Georgia Access Specialist License



Visit oci.georgia.gov/agents-agency-licensing/navigators-and-georgia-access-specialists-cacs to review the requirements to receive a Georgia Access Specialist license.



Log in to Sircon at www.sircon.com/landingPages/states/georgia/content.jsp to apply. Under the current rule, CACs are required to complete pre-licensing training and assessment to receive a license.



Upload the Georgia Access certificate verifying completion of certification.



Upload the completed and signed Licensure Affiliation Form. The form must be signed by the affiliated CDO to confirm affiliation.



Upload the completed and notarized Citizenship Affidavit and legible copy of applicants ID.



Submit \$55 payment fee.

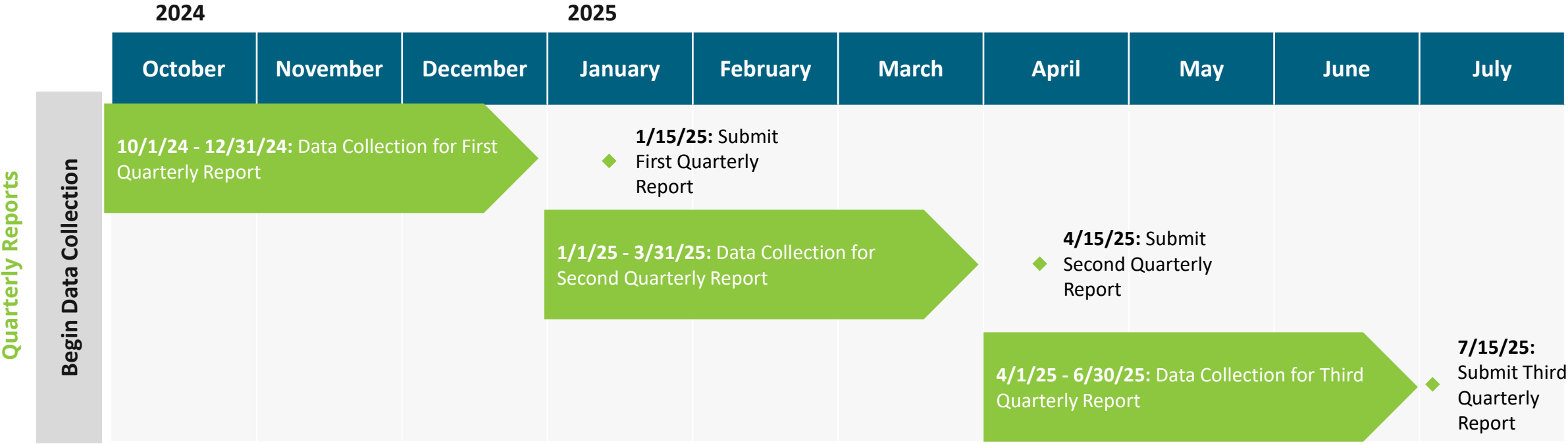


After submitting the application, follow the instructions to register for fingerprinting which is a requirement for a license.

CDO REPORTING UPDATES

CDO REPORTING DEADLINE UPDATES

CDOs should collect data on CAC activities that began on 10/1. Reports are now due 15 days after each reporting period, allowing additional time for organizations to reconcile their data.



**If the report deadline falls on a weekend, the report is due the last weekday prior to the deadline.*

QUARTERLY REPORT OVERVIEW

CDOs are required to submit their first quarterly report by 1/15/25 to CDOs@GeorgiaAccess.ga.gov. The report should include data from 10/1/24 through 12/31/24.

Short Answer Section: Program Summary	Quantitative Metrics Section (<i>continued</i>)
Culturally and linguistically appropriate Information	Accessing preventative health services
Assisting consumers with disabilities	4. Georgia Access Application Assistance & Support
Common Languages	Georgia Access accounts created
Protecting PII	Georgia Access eligibility assessment and results review
Reducing health disparities and inequality	Consumers assisted to compare Georgia Access plans
Short Answer Section: Outreach & Education Event Information	Total consumers supported/assisted
Event Information	Consumers supported by county (Complete Appendix A)
Event Description	Applications started
Event Data	Applications completed
Event Partners	Total hours spent on application assistance
Lessons Learned	5. Complex Cases and Other Georgia Access Assistance and Support Issues
Quantitative Metrics Section	Complex case help center assistance and referrals
1. General Information	Data matching issues/periodic data matching issues assistance
Licensed CACs	SEP eligibility troubleshooting assistance
Site visits conducted	Employer-sponsored coverage issues assistance
Site visits conducted with subrecipients (if applicable)	APTC/CSR assistance
Internal trainings with staff and subrecipients (if applicable)	Other
Breaches with protocols for collecting PII or retaining consent forms. If a breach has occurred, describe the situation.	6. Referrals
2. Consumer Assistance	Received from other entities
Appointments scheduled with consumer (not including those rescheduled)	To agents/brokers
Appointments scheduled and held with consumers	To insurance companies
Follow-up calls and/or appointments with consumers	To Medicare
3. Consumer Inquires	To Medicaid/CHIP
Health insurance options	To other consumer assistance/health insurance programs
Health insurance literacy	Appendix A: Counties in Georgia (<i>sample counties from report</i>)
Locating providers	County # County # County # County # County # County #
Billing and payment questions	Appling # Cherokee # Fannin # Jenkins # Oglethorpe # Thomas #
Evaluating health care options using tools and information available through a consumer's health plan	Atkinson # Clarke # Fayette # Johnson # Paulding # Tift #

CONSUMER OUTREACH

UPCOMING OUTREACH EVENTS

Our team recognizes that outreach events are key to increasing awareness of Georgia Access across the State. Our team is interested in learning more about upcoming events.

SHARE UPCOMING EVENTS

- We encourage organizations to share your upcoming outreach events with the Georgia Access team!
- Email CDOs@GeorgiaAccess.ga.gov with upcoming events your organization and CACs plan to participate in.



OUTREACH EVENT GOALS

**Provide Free In-Person
Assistance**

Promote Education

Build Trust

**Align with Strategic
Opportunities**

REQUIRED AND PROHIBITED ACTIVITIES FOR CACS

ROLE OF A CAC: REQUIRED ACTIVITIES

CACs assist consumers in applying for health insurance coverage and financial assistance on Georgia Access.

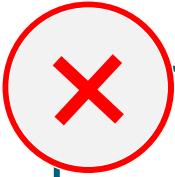


CACs perform the following activities:

- Provide outreach and education to uninsured individuals and underserved or vulnerable populations.
- Provide unbiased support for consumers by remaining free of conflicts of interest.
- Assist consumers with completing applications.
- Direct consumers to certified agents for assistance with plan selections.
- Educate consumers on basic healthcare concepts, coverage options, and available financial assistance on Georgia Access.
- Support consumers with applying on Georgia Access.
- Support consumers in understanding their eligibility results and next steps.
- Provide consumers with language interpretation support.
- Provide consumers with accessibility support.
- Refer consumers to the Georgia Access Contact Center, as appropriate.
- Provide information on Medicaid and PeachCare for Kids®, as appropriate.

ROLE OF A CAC: PROHIBITED ACTIVITIES

CACs are prohibited from performing activities that constitute providing health insurance advice or compromise their ability to remain objective in providing consumer support.



CACs are prohibited from performing the following activities:

- Recommend, sell, solicit, or negotiate insurance plans.
- Provide gifts to a consumer to incentivize enrollment.
- Impose fees for providing consumer support and assistance.
- Request or receive compensation from consumers or third parties for assistance.
- Request or receive compensation from insurance companies.
- Request or receive compensation from agents for consumer referrals.
- Act as an intermediary between an employer and health insurance company.
- Call consumers to offer assistance without the consumer initiating contact first.
- Use an automatic telephone dialing system or an artificial or prerecorded voice.

OUTREACH TOOLKIT

GEORGIA ACCESS OUTREACH TOOLKIT COLLATERAL

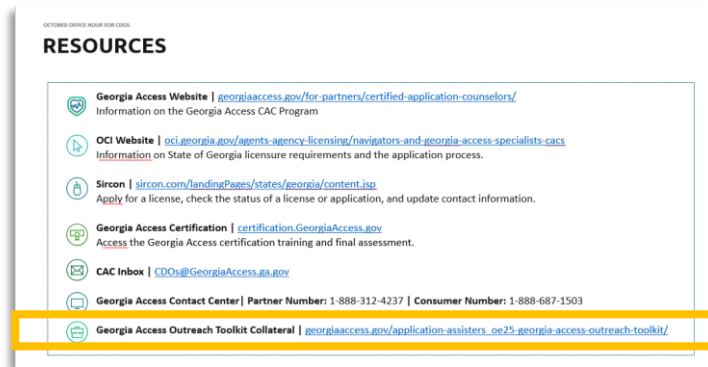
The Georgia Access Outreach Toolkit Collateral is now live. The Toolkit includes print and digital resources, that assisters can use to promote Georgia Access among target populations.

CONTENTS	1 Talking Points	2 Style Guide Roadmap	3 Template Digital Content	4 Print Collateral	5 Social Media Handles
DETAILS	Reference language to support discussions about Georgia Access with communities assisters serve.	Georgia Access brand guidelines to create a consistent identity across all communication channels. The Style Guide Roadmap includes logos, spacing, color palette, font, tone of voice, and photography guidance.	Sample messaging and images for use across social media platforms such as Facebook, X (formerly Twitter), and Instagram.	Posters, postcards, and other collateral to distribute to communities assisters serve.	Follow, connect, and engage with Georgia Access through the following accounts. Also consider sharing our posts and tagging our accounts in your communications.



ACCESS THE OUTREACH TOOLKIT COLLATERAL MATERIALS

Follow the steps below to access the Outreach Toolkit collateral materials, including social media graphics, flyers, and postcards. We will distribute this presentation with links after this meeting.



Supporting Materials

Please click the below link to access supporting materials, including social media graphics, fliers, and postcards.

[Georgia Access Supporting Materials](#)



1 Click the Outreach Toolkit link

The Outreach Toolkit is linked in the 'Resources' section of this presentation.

2 Open the Outreach Toolkit

The Outreach Toolkit includes information on Georgia Access brand guidelines.

3 Navigate to the last slide

The last slide includes the link to the supporting, collateral materials on the Google Drive site.

GEORGIA ACCESS ENTITY PORTAL

COMPLETE YOUR ENTITY PORTAL PROFILE

The Georgia Access entity portal went live on 10/15. CDOs must activate their portal profiles and add their affiliated CACs to their entity portal profile to be prepared to assist consumers on the entity portal beginning 11/1.

☒ **Activate a CDO profile on the entity portal.** Follow instructions in the entity portal email distributed on 10/15 to activate their CDO profile on the entity portal. CDOs may need to call 1-888-312-4237 TTY (711) to receive a new activation link.

☒ **Enter organization contact information and individual CACs.** CDO POCs will be required to enter their organization's contact information, site locations, languages, hours of operation, and individual CACs.

☒ **Georgia Access will review and approve profiles.** Our team may reach out to request additional information.

☒ **Individual CACs will receive an email to register a portal profile.** CACs will receive an email with a link to activate their profile and enter their information.

☐ **Begin assisting consumers on the entity portal.** CACs can begin assisting consumers on the entity portal beginning 11/1 after their profiles are activated.

ENTITY PORTAL OVERVIEW

As a reminder, the Georgia Access entity portal is a new state-run portal that CDOs can use to manage individual, affiliated CACs and that CACs can use to support consumers with the application process.

CDOs



Activate Entity Portal Profile

CDO leads received an email with instructions for how to access the entity portal and to activate an entity portal profile on October 15. CDOs may need to call 1-888-312-4237 TTY (711) to receive a new activation link.



Manage CACs

CDOs can use the entity portal to manage, suspend, and monitor their affiliated CACs.



Update Organization Information

CDOs can update their hours of operation and business address on the entity portal for consumers.

Individual CACs



Activate Entity Portal Profile

Individual CACs can activate their entity portal after their CDO lead registers them as an affiliated CAC on the entity portal.



Assist and Manage Consumers

CACs can use the entity portal to manage a list of consumers who they are assisting and help consumers fill out an application.

CACs cannot recommend, sell, solicit, or negotiate insurance plans for consumers on the entity portal.

TIMELINE AND RESOURCES

KEY PROGRAM ACTIVITIES, MILESTONES, AND DEADLINES

The following outlines the key activities and dates for CDOs and individual CACs participating in Georgia Access.

	2024			2025	
	Oct	Nov	Dec	Jan	Feb
Certification Training					
Georgia Access certification training is available – Training deadline tomorrow!					
Deadline to complete certification training		11/1			
Office Hours					
Office Hour Sessions for CDOs	10/31	11/28	12/26	1/30	2/27
Report Submission Requirements					
Quarterly report due*				1/15	
Assist Consumers					
Contact Center went live	10/1				
Assister portal launched	10/15				
CACs help consumers starting on 11/1		11/1			

**If the report deadline falls on a weekend, the report is due the last weekday prior to the deadline*
**Continues quarterly through October 2025*

RESOURCES



Georgia Access Website | georgiaaccess.gov/for-partners/certified-application-counselors/

Information on the Georgia Access CAC Program.



OCI Website | oci.georgia.gov/agents-agency-licensing/navigators-and-georgia-access-specialists-cacs

Information on State of Georgia licensure requirements and the application process.



Sircon | sircon.com/landingPages/states/georgia/content.jsp

Apply for a license, check the status of a license or application, and update contact information.



Georgia Access Certification | certification.GeorgiaAccess.gov

Access the Georgia Access certification training and final assessment.



CAC Inbox | CDOs@GeorgiaAccess.ga.gov



Georgia Access Contact Center | **Partner Number:** 1-888-312-4237 TTY (711) | **Consumer Number:** 1-888-687-1503 TTY (711)



Georgia Access Outreach Toolkit Collateral | georgiaaccess.gov/application-assisters_oe25-georgia-access-outreach-toolkit/

Q&A
