

## Office of the Healthcare Advocate

### Job Title: In Person Assistor Program Manager

#### Description

The Office of the Healthcare Advocate seeks a dynamic, collaborative, and innovative professional to help lead CT's In-Person-Assistor (IPA) program, a critical consumer outreach and engagement effort focused on educating and enrolling individuals in coverage through the state's new Health Insurance Exchange.

The Exchange has partnered with the Office of the Healthcare Advocate (OHA) to coordinate and administer this community level program on the Exchange's behalf, given their rich history and success in reaching out to and servicing some of the state's most vulnerable populations. Robust consumer centric programs will be required to inform and educate the public to meet the Exchange's goal of reducing the number of uninsured and underinsured in the state through facilitating the purchase of affordable, quality health insurance. This includes activities ranging from broad based marketing and advertising efforts, to local community events and individual customer interactions.

The In-Person Assistor Program Manager will be an integral part of the OHA team, and be the main driver of all work required work to fulfill the organizations responsibilities for, and commitment to, outreach and public education about the Exchange and new insurance opportunities for Connecticut residents.

#### Duties/Responsibilities

- Reporting to Connecticut's Healthcare Advocate, this individual will be responsible for ensuring that all IPA outreach and engagement activities are coordinated and aligned with the Exchange's overall marketing, outreach, education and operational plans, and drive towards established performance metrics related to engagement and enrollment targets specifically for the IPA program.
- The position will oversee and be responsible for:
  - The development and refinement of an integrated IPA programs strategy, which will form the basis for the programs execution, and provide key milestones and project deliverables with which to manage the effort.
  - The development a comprehensive RFP process to solicit IPA participation among qualified groups here in the state (such as community focused non-profits, and faith based institutions, as examples)
  - The design and development of a training and certification program to ensure that individuals performing IPA functions can do so effectively
  - Oversee the awarding and distribution of grants to IPA organization to aid in their ramp-up and conducting of outreach and education duties

- Monitor and provide updates on program performance both during initial design as well as during operation.
- Supervise 3 full time employees, including the IPA Training Coordinator, IPA Recruitment Coordinator, and IPA Administrative Assistant
- Coordinate and participate in the creation, and ongoing involvement, of a core consulting group (to consist of subject matter experts in the field of community based health policy and outreach), to provide ongoing advisory support during the IPA program implementation.
- Work with other state agencies and divisions as needed to build a cooperative and coordinated effort around IPA education and outreach.
- Work with other Exchange contractors to develop and implement a successful IPA program.

**Preferred Qualifications:**

- Master's degree in Healthcare Policy or related field is strongly preferred.
- Minimum of 5-7 years of experience developing or participating in strategic outreach/education campaigns and/or communications programs at the community level, with a heavy focus on health and health related initiatives
- Demonstrated, strong, pre-established relationships with community based leaders and organizations.
- Demonstrated understanding of health insurance plans and associated terminology. Strong working knowledge of eligibility and enrollment processes in insurance and Medicaid plans preferred.
- Prior experience managing both direct reports, as well as individuals who do not have a direct reporting relationship.
- Prior experience in data collection, aggregation and analysis as it relates to profiling outreach, education and enrollment performance.
- Excellent verbal and written communication skills; must be comfortable and effective in making public presentations to a variety of audiences
- Ability to establish and maintain effective working relationships with diverse groups of state, regional and local partners, stakeholders, leaders and change agents
- Knowledge, understanding of and respect for Connecticut's diverse cultural populations and communities.

- Must work well within a team and within a demanding, often-public environment
- Strong organizational and management skills and attention to detail; ability to manage complex projects and work on tight deadlines
- Credible presence and the ability to gain trust and confidence from the general public, administrative and legislative leadership, and members of the senior team
- Knowledge of health Connecticut's current health care landscape and demonstrated commitment to health care reform efforts

Salary Range: \$90,000 - \$100,000

This is a durational position: Position ends April 30, 2014

Please send resume and cover letter by February 8, 2013 to:

Victoria Veltri JD, LLM  
State Healthcare Advocate  
Office of the Healthcare Advocate  
P.O. Box 1543  
Hartford, CT 06144-1543