

Conducting Outreach for Benefits Cross Enrollment

Cross enrollment is a benefits approach that encourages integrated benefits delivery by leveraging allowable links between disparate benefit program data to simplify client enrollment in other programs. It also facilitates outreach efforts to applicants who are likely eligible for a program but not yet enrolled in it.

There are many approaches to doing cross-enrollment outreach, including:

- + Text messaging
- + Postal mail
- + Telephone calls
- + Targeted media campaigns
- + Providing information when someone interacts with a form or caseworker at a benefit assistance center

This resource illustrates how conducting outreach for benefits cross enrollment may be feasible and effective in your state or county. The examples below describe how cross-enrollment outreach can break down silos between programs and reach applicants who may be eligible for under-enrolled benefits programs.



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In this document you'll find:

- + Examples of how a cross-enrollment coordinator can promote cross-benefit outreach
- + Tips for implementing a text-messaging outreach campaign for cross enrollment

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[W]e use cross enrollment... to help us reach our goal of connecting people across [benefit] programs and getting them enrolled... We found that there's at least 150,000 people in our state who are on LIF (Low Income Families) Medicaid but not on SNAP, so we did some outreach to them via text message to ask if they wanted to apply, and we saw a seven-percent boost of people applying.

STEPH WHITE

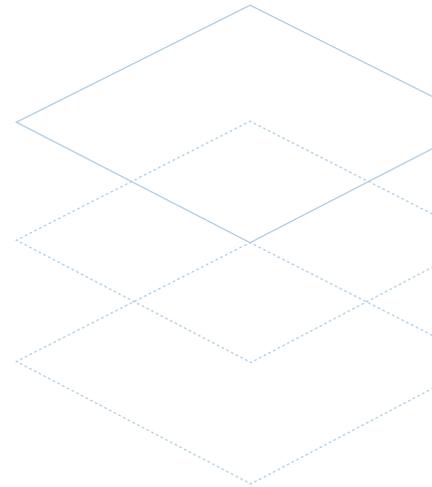
Cross Enrollment Coordinator, Michigan Department of Health and Human Services

From the Beeck Center event, "Integrated Benefits: Going Further With ARP" on August 4, 2021.

Breaking Down Benefit Program Silos with Cross-Enrollment Outreach

In 2020, the Michigan Department of Health and Human Services created a cross-enrollment coordinator position charged with increasing cross enrollment. In that role, Steph White has explored and enabled successful cross-enrollment efforts between departments in multiple ways, including:

- + The Department of Health and Human Services used text messages to conduct outreach to residents who weren't enrolled in the Supplemental Nutrition Assistance Program (SNAP), but were adjunctively eligible for it because they were already enrolled in Medicaid under Michigan's Medicaid expansion.
- + The Michigan Department of Labor and Economic Opportunity and Michigan Department of Insurance and Financial Services pooled information to do proactive outreach to people who had lost health insurance during the COVID-19 pandemic. They used a variety of outreach opportunities including direct outreach, media and social



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Read more about [data matching](#) across benefits programs.

media campaigns, and community-based organizations and local health departments who were funded to support outreach efforts.

- + The Michigan Department of Treasury has had a checkbox on its Home Heating Credit application that lets applicants indicate if they want to be notified about other benefit programs they may be eligible for based on the information they provide on the application. Once the state directed additional resources earmarked for cross enrollment, outreach to those who checked the box began.
- + The Department of Health and Human Services has also reviewed their data to find residents enrolled in SNAP or Medicaid who also have young children or someone who is pregnant in their household. The agency then sent this group text messages explaining how they could apply for the Women, Infants, and Children (WIC) program.

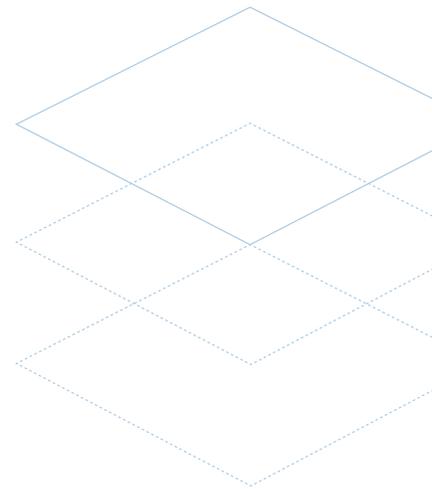
The cross-enrollment coordinator role helps benefit program directors by creating efficiencies. The success of their collective efforts encourages more interest, contributions, and ideas for further collaboration among agency staff.¹

Matching Program Enrollment Data to Reach Those Likely Eligible for Under-Enrolled Benefit Programs

State health and social service agencies in Colorado, Massachusetts, Montana, and Virginia piloted successful text message outreach programs that matched data from SNAP and Medicaid programs across agencies to reach residents who were likely eligible for WIC but weren't currently enrolled.

Federal regulations make SNAP and Medicaid enrollees automatically adjunctively eligible (income eligible) for WIC and allow SNAP and Medicaid programs to share data with the WIC program. Data sharing across programs also allowed clients in the pilot to have a less burdensome WIC enrollment process because caseworkers already had access to applicants' verified income, identity, and address. The agencies partnered with [Benefits Data Trust](#) and the [Center on Budget and Policy Priorities](#) to design and evaluate the pilot, and get technical, policy, and legal support.

In March 2022, the Center of Budget and Policy Priorities and Benefits Data Trust released [Increasing WIC coverage Through Cross-Program Data Matching and Targeted Outreach](#), building on its previous pilot programs with states. The toolkit walks users through the process of planning, implementing, and evaluating a data-sharing and outreach strategy to reach families who are adjunctively eligible for WIC benefits, and includes detailed planning exercises, sample scripts, and additional resources.



1. White, S. (2021, August 4). Integrated Benefits: Going Further With ARP. Hosted by the Beeck Center for Social Impact + Innovation.



Overview of data matching, outreach, and evaluation steps from “Increasing WIC Coverage Through Cross-Program Data Matching and Targeted Outreach” [toolkit](#).

About this resource:

This resource is part of a larger initiative by the Beeck Center for Social Impact + Innovation at Georgetown University to document innovations in social safety net benefits delivery that are driven by human-centered service design, data-informed practices, and responsive technology. It also has the goal of spreading proven practices more widely. This resource was adapted from the report “Integrating Social Safety Net Benefits: Options for State and County Agencies Informed by Recent Integration Successes,” written by Sara Soka for the Beeck Center for Social Impact and Innovation in January 2022.

Much of the content in this resource is derived from a 2021 workshop featuring government employees who were instrumental in their state’s integrated benefits efforts. The workshop, which was part of a series on the historic funding opportunities in the 2021 American Rescue Plan Act (ARPA), showcased different approaches to invest in infrastructure, human capital, and projects that integrate benefit applications, outreach, renewal, and service delivery.

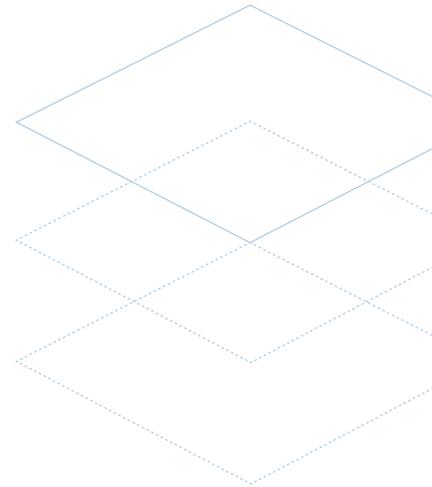
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Read more about using text messages to connect with residents:

- + [Text to Connect](#)

Read more about benefits cross enrollment:

- + [How Data Sharing Can Improve Equitable Access to Public Programs.](#)
- + [Matching Data Across Benefit Programs Can Increase WIC Enrollment.](#)
- + [Targeted Text Message Outreach Can Increase WIC Enrollment. Pilots Show.](#)
- + [Using Data Matching and Targeted Outreach to Enroll Families with Young Children in WIC: Lessons Learned from State Pilots.](#)
- + [Recommendations to Increase Program Participation by Coordinating Outreach and Enrollment Opportunities.](#)
- + [Blueprint for a Human-Centered Safety Net: Many Welcoming Doors.](#)



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