

Health Insurance Literacy Initiative (HILI) Status

November 2013

Consumer Workbook Testament

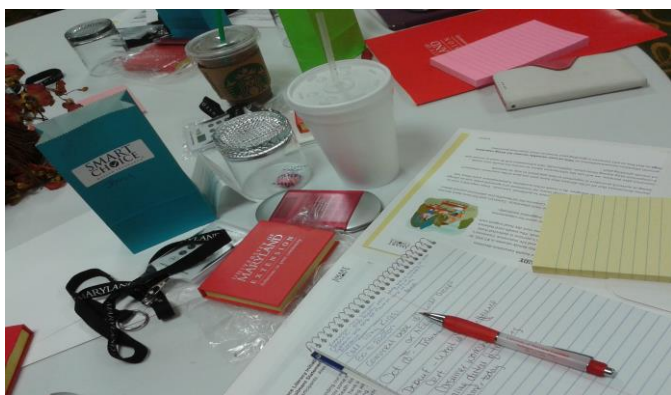


After downloading the workbook, one consumer wrote:

I reviewed the Smart Choice Workbook. I was thrilled to see problem solving matrixes. They are wonderful and I needed these last year as my husband and I break our brains trying to figure out who has the best benefits at the lowest cost covering our needs. We argue for hours using our own checklists, remember I am from Venus and he is from Mars so the checklists never match.

Your workbook will save us hours and minimize confusion. I have a benefit discussion at the end of the month and now I am completely prepared with my cost effective selection. I commend your team, this is fantastic!

E. Perry, Rockville, Maryland



Extension Educator Training and Certification

A two-day training was held in Minnesota with attendees from MN, ND, SD, WI & NJ. There are now **89** educators in **25** states certified to teach Smart Choice. This tipping point milestone was reached within 3 months. Additional trainings will be held in 2014.



Class 5, November, 2013

Smart Choice Scholarship

You and Health Insurance: The Why, What and How for Making a Smart Choice.

HILI team members Lynn Little, Mia Russell and Maria Pippidis presented *Smart Choice* at the 2013 Association of Financial Counseling and Planning Annual Research and Training Symposium.

Citation: Little, L, Braun, B., Brown, V., McCoy, T., Russell, M., O'Neil, M., Kim, J. & Pippidis, M. (2013). You and health insurance: The why, what and how for making a smart choice. Bell, M. & Mason, V. (Eds). In Proceedings of *The Association for Financial Counseling and Planning Education® Annual Research and Training Symposium*. 66.

Smart Choice Publicity

The New York Times

Bonnie Braun is quoted in a November 20 New York Times article titled “Navigating a Transformed Insurance Marketplace.” Click here to read the New York Times article: <http://agmr.umd.edu/news/news-umes-bonnie-braun-featured-new-york-times-article#sthash.hsXnZuED.dpuf>

Mid-Atlantic Women In Agriculture Promoted Smart Choice



MidAtlantic Women In Agriculture shared a link. September 26

Need some help choosing what type of health insurance to get? University of Maryland Extension has a workbook for that! Check out this great resource.

SMART CHOICE
HEALTH INSURANCE
My Smart Choice Health Insurance Workbook

MARYLAND EXTENSION
UNIVERSITY OF DELAWARE COOPERATIVE EXTENSION

Insuring Your Health | University of Maryland Extension
www.extension.umd.edu

This website is for consumers and educators. It provides information for making a Smart Choice for Health Insurance. Choosing health insurance is confusing. Consumers want to know how to make a good choice for themselves or their families. Educators want to help consumers learn.



Oregon Certified Educator Training

Next Steps

Consumer Data from the fall consumer workshops will be analyzed after December 31. Preliminary findings will be reported during a University of Maryland Extension webinar for Certified Educators and Extension Administrators and interested others.

Smart Choice Farm Families, a presentation in development with Rutgers and K-State Extension, is undergoing an initial test. Results from data will be analyzed for modification of the presentation.

Smart Choice for Young Adults is in the conceptual phase. A College Park Scholar will design a communication plan and conduct student focus groups in the spring of 2014.

Smart Use Health Insurance will be developed in 2014 based on our initial review of literature.

Training for Maryland Exchange Navigators is in discussion for spring, 2014.

Acknowledgement

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Initiative Team

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