The Commonwealth of Kentucky

kynect State-Based Marketplace

kynect health coverage

Together for a better Kentucky

New Training for Navigators (CAK, KIPDA, and KPCA Only)

July 13, 2026

Document Control Information

Document Information

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Introduction

The New Navigator Training provides Navigators with an overview of the KHBE kynector Program and explains the roles and responsibilities of the Navigator position. For specificity and State identification, contracted kynectors (CAK, KPCA, and KIPDA only) in Kentucky are referred to as "Navigators". Therefore, the term Navigators will be used when information is specific to that type of kynector.

New Navigators (kynectors) need to familiarize themselves with the purposes, procedures, and practices of being a navigator in order to better assist Kentucky Residents with applying for health coverage.

Course Objectives:

After taking this course, participants should be able to:

- Provide an overview of the Navigator Program.
- Demonstrate and communicate the basics of Medicaid (MA), Qualified Health Plans (QHPs), Advance Premium Tax Credit (APTC), Cost-Sharing Reductions (CSRs), Kentucky Children's Health Insurance Program (KCHIP), and Kentucky Integrated Health Insurance Premium Payment (KI-HIPP) Program.
- Describe how kynectors help meet the health coverage needs of the community.
- Demonstrate best practices when hosting kynector events and networking in the community.
- Demonstrate the importance of outreach and enrollment events and building partnerships with key stakeholders within the community.

Course Expectations:

- Be sure to pay attention to the red text, which gives helpful instructions on how to move forward through the training. When available, click the Continue buttons throughout the training to advance.
- If the training does not let the user move forward, that means the user has not finished the previous sections. Be sure to navigate/scroll to the bottom of the page throughout each training section in order to progress through the training.
- Throughout the training courses, there are ungraded knowledge check questions that review the material covered in the course. Be sure to pay attention throughout the course to the key topics that are covered.

- At the end of all courses, there is a graded assessment. The score required to pass the assessment is 80% or better. New kynectors have three (3) attempts to pass the assessment. kynectors should contact their Organization Administrator or manager after their second failed attempt before contacting the KHBE Program Inbox at KHBE.Program@Ky.gov for a last attempt.

Navigating Tips:

- Please be sure to complete each section in one sitting in a distraction-free environment. If your session times out, it may result in lost progress.

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1 New Navigator (kynector) Training: Course Introduction

Welcome to KHBE's New Navigator (kynector) Training!

The New Navigator Training provides Navigators with an overview of the KHBE kynector Program and explains the roles and responsibilities of the Navigator position. For specificity and State identification, contracted kynectors (CAK, KPCA, and KIPDA only) in Kentucky are referred to as "Navigators". Therefore, the term Navigators will be used when information is specific to that type of kynector.

Certified Application Counselors need to familiarize themselves with the purposes, procedures, and practices of being a kynector to better assist Kentucky Residents with applying for health coverage.

2 Module 1: Being a Navigator (kynector)

Navigators help Kentuckians find health coverage, assist with the health coverage enrollment process, and create referrals for resources.

2.1 What is the Navigator Program?

The Navigator Program is a collaborative program between health coverage providers, local organizations, and the Commonwealth of Kentucky. Navigators assist Kentuckians with applying for health coverage including Medicaid (MA), Qualified Health Plans (QHPs), Advance Premium Tax Credit (APTC), Cost-Sharing Reductions (CSRs), Kentucky Children's Health Insurance Program (KCHIP), and Kentucky Integrated Health Insurance Premium Payment (KI-HIPP) Program.

The primary goal of the program is to support the health coverage needs of Kentuckians.

2.2 Types of kynectors

kynectors are categorized into two types: Contracted kynectors (Navigators), and non-contracted kynectors, also known as Certified Application Counselors (CACs).

Contracted kynectors (Navigators)	Non-contracted kynectors (CACs)
Navigators are contracted kynectors who help residents and small businesses find health coverage through kynect. kynectors are required by KHBE to hold outreach, education, and enrollment events. Contracted kynectors are required to hold community outreach, education, or enrollment events.	Certified Application Counselors (CACs) are non-contracted kynectors who are staff members or volunteers of designated public or private organizations that include: hospitals, Federally Qualified Health Centers (FQHCs), health care providers, and agencies providing social services. Non-contracted kynectors are not required to host community outreach, education, or enrollment events. CACs are trained by KHBE to help Residents find health coverage in kynect.

2.3 Organizations for Navigators

Navigators work within the following organizations:

- Community Action Kentucky (CAK)
- Kentuckiana Regional Planning & Development Agency (KIPDA)
- Kentucky Primary Care Association (KPCA)

Community Action Kentucky (CAK) 1-800-456-3452

CAK is a statewide association representing and supporting 23 Community Action agencies across Kentucky and works to empower Residents and their families to attain greater economic stability and long-term success.

Kentucky Primary Care Association (KPCA) 1-502-227-4379

KPCA is a 501c3 nonprofit organization committed to improving access to health of Kentuckians through increasing our members' capacity to care. Its members are providers — the healthcare safety net. This includes community health centers (FQHCs and look-alikes) and rural health clinics (RHCs).

Kentuckiana Regional Planning & Development Agency (KIPDA) 1-888-737-3363

KIPDA provides regional planning, review, and technical services in the areas of public administration, social services, and transportation as well as community ridesharing programs. KIPDA also coordinates services for Individuals ages 60 and over.

2.4 Duties of Navigators

Navigators help residents apply for health coverage on kynect. Navigators must build relationships with small business employers and Individuals who need assistance with health coverage.

Some additional responsibilities of Navigators include:

- Conducting public education and outreach events to raise awareness about the availability of health coverage.
- Distributing fair and impartial information concerning health coverage.
- Facilitating enrollment in health coverage.
- Providing referrals to community organizations.
- Providing information in a manner that is culturally and linguistically appropriate.

2.5 Responsibilities of Navigators

Navigators are responsible for assisting Kentuckians in finding and applying for health coverage. The key responsibilities of the Navigator role include:

Educate: kynectors educate Residents about health coverage options such as Child Care Assistance Program (CCAP), Supplemental Nutrition Assistance Program (SNAP), Medicaid and the enrollment process.

Assist: kynectors assist Residents with enrollment in Qualified Health Plans (QHPs), CCAP, SNAP, Medicaid, and insurance affordability programs through kynect.

Connect: kynectors make referrals to connect Residents to local community resources. Examples include but are not limited to: food/clothing banks, housing assistance, and Volunteer Income Tax Assistance (VITA) organizations.

2.6 Shared Duties of Navigators

Navigators agree to act in the best interest of Residents. Navigators must provide fair and impartial information to those seeking application assistance for insurance affordability programs, Medicaid, Qualified Health Plans, and dental plans offered through kynect.

Some additional duties include:

- **Verifications:** Assisting Residents in uploading required verifications.
- **Case Maintenance:** Continuing to serve new cases and cases on appeal throughout the plan year and follow-up with appropriate state entities regarding the status of benefits for eligible Residents.
- **Reporting:** Tracking and submitting required reports to KHBE including the Event Request Template, satisfaction surveys, metric reports, and time sheets.

2.7 Expectations for Navigators in KYID

All Navigators are responsible for updating their personal information in the KYID including work phone number, work address, and counties for which they provide kynector services.

2.8 Expectations for New Versus Existing Navigators

New Navigators	Existing Navigators
New navigators are required to complete the following training course curriculum: ● KHBE State-Based Marketplace Certification Training ● KHBE New Navigator Training ● SSP for SNAP and CCAP kynectors ● kynector After Action Reporting Tool (kAART) Training ● Other trainings as assigned	Existing navigators are required to complete the following recertification requirements: ● KHBE State-Based Marketplace Refresher Training ● Other trainings as assigned Please note: Training recertification must be completed annually.

2.9 Helpful Resources for Navigators

The following are resources available to navigators and explanation of each resource.

2.9.1 Your Organization Administrator

Your Organization Administrator will assign your roles in kynect, and effectively manage your organization.

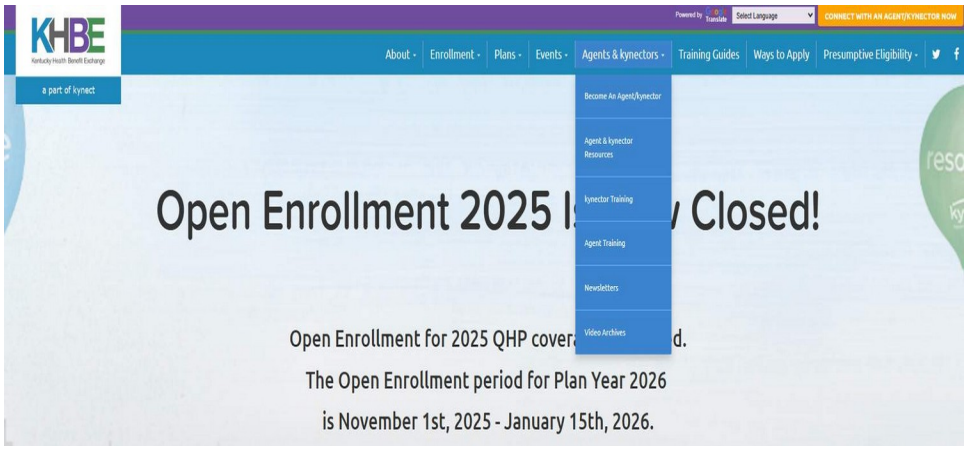
2.9.2 KHBE Website

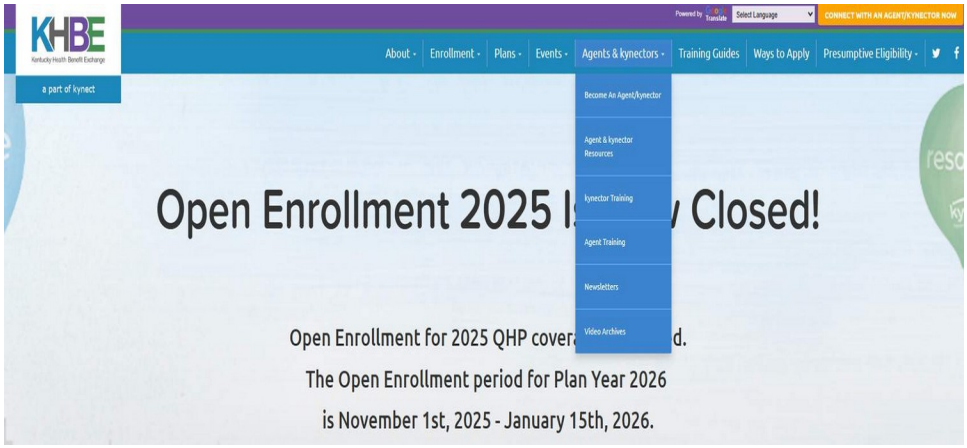
KHBE.ky.gov provides important resources and supplemental materials. Resources include:

- Job aids
- Quick Reference Guides (QRGs)
- Onboarding documentation
- Marketing materials (e.g., flyers, brochures, posters)

2.9.3 Accessing Navigator Training Materials

kynectors may access Navigator Training materials through the KHBE website. Follow the instructions below to access training materials.





Steps to access kynector Training Materials:

- Navigate to the KHBE website.
- Select the Agents & kynectors tab.
- From the drop-down, select kynector Training.

2.9.4 kynect resources

kynect resources allows Residents to browse community programs and services available to help with needs like food insecurity, housing concerns, and employment.

kynect resources allows Residents, community partners, and state agencies to work together toward a better Kentucky. kynect resources makes it easier than ever for Residents to connect to help.

2.9.5 kynect benefits

kynect benefits offers Residents access to apply for benefit programs such as:

- Medicaid
- Kentucky Children's Health Insurance Program (KCHIP)
- Kentucky Integrated Health Insurance Premium Payment (KI-HIPP) Program
- Supplemental Nutrition Assistance Program (SNAP)
- Kentucky Transitional Assistance Program (KTAP)
- Child Care Assistance Program (CCAP)

2.9.6 kynect health coverage

kynect health coverage provides Residents access to enroll in health coverage options such as:

- Qualified Health Plans (QHPs)
- Advance Premium Tax Credit (APTC)
- Cost-Sharing Reductions (CSRs)

If Residents do not qualify for QHP, APTC, or CSR, they may also apply for Medicaid or other benefit programs.

2.9.7 Centers for Medicare and Medicaid Services (CMS)

Centers for Medicare and Medicaid Services (CMS) provides kynectors with information about health care quality and costs including information on Medicare, Medicaid, and the Kentucky Children's Health Insurance Program (KCHIP). CMS also provides information on Qualified Health Plans (QHPs), Advance Premium Tax Credit (APTC), and Cost-Sharing Reductions (CSRs).

kynectors can visit CMS at Marketplace.CMS.gov for up-to-date information about services, enrollment, and benefits, as well as other helpful tools to support person-centered care.

2.9.8 KYID

KYID is the Commonwealth of Kentucky's Single Sign-On (SSO) web platform. KYID is designed to keep data safe and to let Individuals easily connect to the business applications in Kentucky. A KYID account is required to access COLT, kynect resources, kynect benefits, kynect health coverage, and many other Kentucky online portals.

The KYID quick reference guide (QRG) can be found in the kynector training materials on KHBE.ky.gov.

2.9.9 KYID Usage Requirements

KYID Usage Requirement: Prolonged kynector inactivity in KYID results in the deactivation and removal of the KYID kynector account.

KYID account information is used to populate the kynector search field that is available for Resident use when they search for kynectors in kynect. Therefore, **it is critical for kynectors to maintain active involvement and keep their information up-to-date in KYID.**

- **Ninety (90) Day Login Requirement:** All kynectors must log into KYID at least once every 90 days or their account is deactivated and their role in the system is removed.
- **Leave of Absence Requirement:** All kynectors must notify their Organization Administrator who will escalate to KHBE in advance if planning to be on leave for more than eight (8) weeks so KHBE may place that user's access in a suspended status. Organization Administrators should email KHBE.Program@ky.gov to provide this notification.
- **KYID Account Integrity:** kynectors should never create new KYID accounts if their email or name changes. Instead, kynectors should update their existing KYID account to reflect any new information.

3 The Cabinet for Health and Family Services

The Cabinet for Health and Family Services (CHFS) provides quality services that enhance the health, safety, and well-being of all people in the Commonwealth of Kentucky.

The Department for Medicaid Services (DMS) and the Department for Community Based Services (DCBS) are two of the many departments that comprise the Cabinet. KHBE works closely with both DMS and DCBS.

3.1 DMS

DMS is the single state agency that designates responsibility for the administration of Medicaid in compliance with Title XIX of the Social Security Act.

DMS determines time frames for Medicaid eligibility determinations. The scope of medical services provided and payment for those services are the responsibility of DMS.

3.2 DCBS

DCBS is contracted by DMS to determine eligibility for Residents using the policy and procedures set by DMS. These applications must be processed within thirty (30) days of the date of the application submission.

4 Coverage Options through kynect health coverage

Below lists the coverage options available through kynect health coverage.

Program	Definition
Qualified Health Plans (QHPs)	QHPs are insurance plans that provide essential health benefits, follow established limits on cost-sharing (e.g., deductibles, copayments, and out-of-pocket maximum amounts), and meet other requirements under the Affordable Care Act (ACA).
Advance Premium Tax Credit (APTC)	APTC is a tax credit for Residents who are enrolled in a QHP. It allows Residents to take an advance credit to lower their monthly health insurance payment (or premium). The advanced payment is reconciled on the year's tax return. APTC is also referred to as Payment Assistance.
Cost-Sharing Reductions (CSRs)	CSRs are discounts that lower the required payment amount for expenses like copayments, deductibles, and decrease out-of-pocket maximums. The savings are only applicable to Silver Level Plans. If an Individual chooses any other metal level (e.g., bronze, gold, or platinum) the eligible discounts will not be applied to their plan.

5 kynect Benefit Programs

Below lists the kynect benefits programs available to Residents.

Program	Definition
Medicaid (MA)	Medicaid provides health coverage to eligible low-income adults, children, pregnant women, elderly adults, and individuals with disabilities. Medicaid is administered by states according to federal requirements.
Kentucky Children's Health Insurance Program (KCHIP)	KCHIP provides free health insurance for children younger than 19 without health insurance. Children in families with incomes less than 213% of the federal poverty level are eligible.
Kentucky Integrated Health Insurance Premium Payment (KI-HIPP) Program	KI-HIPP is a voluntary Medicaid program offered to eligible policy holders to help pay for the cost of an employer-sponsored insurance plan. KI-HIPP may also provide more health coverage options by providing access to the full traditional Medicaid network.
Supplemental Nutrition Assistance Program (SNAP)	SNAP is the nation's most important anti-hunger program. SNAP provides important nutritional support for: low-wage working families, low-income seniors, people with disabilities living on fixed incomes, and other Individuals and households with low incomes. SNAP benefits increase household food buying power when added to the household's income. kynector Organizations can have access to submit SNAP applications if approved to do so by DCBS.
Kentucky Transitional Assistance Program (KTAP)	KTAP provides financial assistance to help families with children pay for basic household expenses. KTAP also provides medical assistance to needy dependent children and the parents or relatives with whom the children live. Additionally, KTAP helps families find jobs or get training that leads to a job.
Child Care Assistance Program (CCAP)	CCAP provides support to help families pay for child care. The Division of Child Care (DCC) is responsible for all child care provider support and the Division of Family Support (DFS) helps Residents apply for the program. Assistance

Program	Definition
	with payment for childcare is on a sliding fee basis for eligible Residents who are parents/guardians. kynector Organizations can have access to submit CCAP applications if approved to do so by DCBS.

6 Module 2: Procedures for Navigators

This section explains the standard practices and expectations for Navigators. It reviews the importance of establishing community connections, the purpose of outreach events, and the best practices to planning and hosting outreach events.

6.1 Establishing Connections within Local Communities

Navigators are the community's best advocates in helping Residents identify and navigate around hurdles to social determinants of health (SDOH).

Community outreach is an extension of this advocacy and involves providing information and services to Residents who live in hard-to-reach areas.

6.2 Ways to Connect with the Local Community

6.2.1 Strategic Networking

Establishing a community network is crucial to the success of kynectors. kynectors should plan to create connections within their communities. KHBE supports kynectors in networking and promoting their brand as a kynector in order to achieve successful results in their service areas.

Useful Networking Strategies

- **Be Memorable:** The goal is to be memorable and to be the first person everyone remembers and recommends if someone asks: "Do you know anyone who will help me with health coverage?"
- **Be Early and Plan to Stay Late:** It is difficult to meet and talk to people while a meeting is in progress. Use the times before and after the meeting as opportunities to connect with people when attending other events in the community.
- **Be Responsive:** The goal is not just to shake hands, but to establish an initial trusting connection. Be sure to follow up after meeting Attendees to demonstrate responsiveness to their inquiries.

Networking Best Practices

- **Location:** Be sure to select events that draw members of the community who may benefit from kynect services. At the events, be prepared to speak (if appropriate) and connect with Residents about kynect benefits.
- **Materials:** Arrive to an event equipped with the latest outreach and education materials including flyers and business cards to distribute.
- **Record keeping:** Maintain a record of attendees contact information so you can follow-up and provide additional materials if needed.

6.3 Places to Connect with the Local Community

Navigators plan, promote, and host events in local communities.

6.3.1 Outreach and Enrollment of Qualified Health Plan (QHP) Residents

Many public service spaces are potential places to connect with individuals who may be eligible for QHPs. Below are some examples of locations, events, and community partners where navigators can target their outreach efforts for QHPs:

- Public schools, colleges, and universities
- Tax preparation centers and Volunteer Income Tax Assistance (VITA) clinics
- Check cashing centers
- Kentucky Career Center (KCC) events
- Job fairs
- Hiring events
- Division of Child Care (DCC) facilities:
    - Licensed child care centers type I and type II
    - Certified family child care centers
    - Registered early childhood professionals

6.3.2 Outreach and Enrollment of Individuals Eligible for Medicaid

Eligibility qualifications for Residents to enroll in Medicaid are dependent upon both financial and non-financial factors. Additionally, federal law requires states to cover certain groups of Residents: low-income families, qualified pregnant women and children, and those receiving Supplemental Security Income (SSI).

Community Partner Collaborations for Individuals Eligible for Medicaid

Below are some examples of locations, events, and community partners where kynectors can target their outreach efforts for Medicaid:

- Public libraries
- Health departments
- YMCA locations and other community centers
- Managed Care Organization (MCO) events
- Thrift stores
- Food banks
- Public schools, colleges, and universities (some universities and colleges have an assigned Navigator who only provides outreach to their campus.)
- Justice Involved Organizations:
    - Department of Corrections
    - Department of Justice
    - County jails
    - Re-entry charities
- Media Outlets:
    - Radio stations
    - Local newspapers
    - Local access television stations

6.4 kynector Referrals

Referrals are an important resource for kynectors to help Individuals connect to various community resources.

6.4.1 What are Referrals?

Referrals help Residents access additional resources for which they may qualify. These come in the form of **formal referrals** escalated via the assigned channels within KHBE or **informal verbal referrals** to locations for assistance such as a local housing agency or Goodwill.

6.4.2 Referral Sources

The following referral types are available to assist Residents:

Department for Community Based Services (DCBS)

Resident referrals to DCBS provide assistance with child and adult protection, foster care and adoption, and family self-sufficiency services to include nutrition and cash assistance.

Navigators (contracted kynectors) and CACs (non-contracted kynectors)

Navigators work with contracted organizations to provide health coverage information and assist with other social needs. Residents are referred to CACs in order to provide information about the full range of QHPs and insurance affordability programs for which they are eligible.

kynect resources

Residents are referred to kynect resources community programs and services that can help with needs like food insecurity, housing concerns, and child care.

Kynect-On-Demand

Clients can request assistance from a kynector through the Self-Service Portal.

6.4.3 Referral Requirements for Navigators

- Navigators must track their submitted referrals through the appropriate reporting channels to make certain that they address the needs of the Resident.
- Navigators must report interactions and referrals through the kynector After Action Reporting Tool (kAART) to their assigned Organization Administrator.
- Navigators are encouraged to use kynect resources as an additional resource to make referrals.

6.5 Issue Escalation Path

Navigators can be Residents' best advocates in identifying and addressing information gaps and social needs. However, there may be some instances where the navigators may not be able to fully resolve a Resident's issue. In these instances, navigators should follow proper procedures outlined below to escalate the issue and ensure that the appropriate help desk is being contacted for the specified issue.

Please refer to the Escalation Path when you encounter Account, Case, or other issues.

6.5.1 kynect Self-Service Portal (SSP) Issues

kynect SSP issues are typically technical access issues such as:

- Gaining access and becoming associated to an active case
- Speaking to DCBS
- Reporting errors received in kynect benefits
- Training materials on COLT LMS

Please follow the below criteria when escalating these issues:

Check these materials first:

- kynect training materials on the DMS website: kynect benefits - Cabinet for Health and Family Services
- Release notes
- kynector training materials at KHBE.ky.gov

If questions persist, take the following actions:

- Call the Professional Services Lines (PSL): 1-855-326-4650 (This number is NOT to be shared with the public)

Information to have prior to the call:

- The kynector ID
- The case/application number
- The actual Resident available (if trying to complete a case association)

Information to obtain from PSL representative:

- Ticket number (if it is a system issue)
- Name of representative who provided assistance
- Case/application number of case if newly associated

For any issue that remains unresolved or requires further escalation, notify KHBE by email at KHBE.Program@ky.gov. Please copy your manager or Organization Administrator on any correspondence with the KHBE Program Inbox.

KHBE will review and escalate further as appropriate.

When emailing KHBE, kynectors should include the ticket number from PSL, case number, description of issue, and screenshot of issue. No personally identifiable information (PII) can be included in the email.

6.5.2 DMS Issues

DMS issues are typically related to eligibility requirements for Residents.

Please follow the below criteria when escalating these issues:

Check these materials first:

- CHFS Policy Manuals on the DCBS website
- Training materials on COLT LMS

To access COLT LMS, please sign into KYID. You may also access the Training Guides on the KHBE website.

If questions persist, take the following actions:

For any issue that remains unresolved or requires further escalation, first notify your Organization Administrator, and if they are unable to resolve your question, please reach out to the KHBE Program Inbox at khbe.program@ky.gov.

KHBE will review and escalate further as appropriate.

6.5.3 Dire Need Issues

Dire Need issues are medically urgent cases requiring attention within a 24-hour period.

Please follow the below criteria when escalating these issues:

- Make every attempt to solve the problem using resources available to you before escalation.

If questions persist, take the following actions:

- For any issue that remains unresolved or requires further escalation, notify KHBE by email kynectdireneed@ky.gov.

- When emailing kynectdireneed@ky.gov, "Dire Need" must be typed in the subject line.
- Include an explanation of the "Dire Need" in the body of the email and indicate whether the "Dire Need" is for a Medicaid, QHP, or another case.
- Communicate the email as quickly as possible to ensure swift action.
- KHBE will review all "Dire Need" emails and escalate as appropriate.

6.5.4 KYID Issues

The KYID Helpdesk should be contacted for account related issues.

Please follow the below criteria when escalating these issues:

Check these materials first:

- KYID Quick Reference Guide
- Training materials on the COLT LMS

If questions persist, take the following actions:

- These unresolved issues should be emailed to KYIDHelpdesk@ky.gov.
- When emailing the KYID helpdesk, Agents and Navigators should include a brief description and screenshot of the issue.
- No Personally Identifiable Information (PII) can be included in the email.

6.5.5 Contact Information

- Kentucky Health Benefit Exchange (KHBE): KHBE.Program@ky.gov
- Call the Professional Services Lines (PSL): 1-855-326-4650
- Department of Community Based Services (DCBS): Call 1-855-306-8959
- KYID Help Desk at 502-564-0104 Extension 2

Navigators (kynector) and Agent Escalation Process

kynector and Agent Escalation Process (Page 1 of 7)
Updated: April 2026

kynect health coverage
Together for a better Kentucky

Type of Incident	Incident Description	Reference Information	If Unresolved, Next Steps
kynect Self-Service Portal (SSP)	kynect SSP and technical incidents	kynect training materials on the DMS website: • Cabinet for Health and Family Services • KHBE Website • Agent Training Materials • kynector Training Materials	• Call the Professional Services Lines (PSL): 1-855-326-4650 • For any Incident that remains unresolves or requires further escalation, notify KHBE by email at KHBE.Program@ky.gov. **Please allow 3 to 5 business days for a response.** • When emailing KHBE, kynectors and Agents should include ticket number from PSL, case number, description of Incident, and screenshots of Incident. No Personal Identifiable Information (PII) can be included in the email.
Department for Medicaid Services (DNS) Incidents	DMS Incidents related to eligibility requirements for Residents.	CHFS Policy Manuals on the DCBS website, training manuals on the KHBE Training Guides page.	• For any Incident that remains unresolved or requires further escalation, notify KHBE by email at KHBE.Program@ky.gov.
Dire Need (Medically Urgent and life-threatening)	A Dire Need case is where an individuals needs access to medical care that cannot be missed and needs immediate active health coverage.	When submitting any request as Dire Need (QHP or Medicaid) it is imperative that you indicate that the **individuals is facing an urgent Access to Care situation.** Only include a simple/general statement about the situation.	• For these Incidents, email kynectDireNeed@ky.gov. Please do not send these to the KHBE Program inbox. • "Dire need" needs to be in the subject lines as well as case number, and if it is for Medicaid or a Qualified Health Plan (QHP). • **These cases are given the highest priority and are typically completed within 1 business day.**
KYID	KYID account related Incidents, such as trouble logging in.	KHBE website materials: • Agent Onboarding Quick Reference Guide (QRG) • New kynector Welcome Packet • kynector KYID QRG • KYID Login QRG	• Unresolved Incidents should contact the KYID Help Desk at 502-564-0104 Extension 2. • For further unresolved Incidents email KYIDHelpDesk@ky.gov. When emailing the KYID Help Desk, users should include a brief description of the Incident. No PII can be included in the email.

7 Event Planning

Event planning and hosting outreach events are very important components of being a successful Navigator. Navigators are encouraged to meet with Residents in their community to personalize and promote kynect.

7.1 Five Criteria for Successful Events

Navigators are required to host a minimum of one (1) successful public event in each county in the region per month.

Success for events are qualified by an event that meets or exceeds the following criteria:

- Event is well advertised.
- Event has appropriate signage throughout the venue.
- Event is held in locations where Residents and potential Enrollees congregate.
- Event yields at least ten (10) contacts or two (2) applications.
- Event is properly staffed "at the table" within reason for the entire scheduled event time.

7.2 Event Planning Best Practices

Planning and preparation help ensure Navigators are in the best positions to succeed in their goals. Below are some best practices to follow when planning events:

Submitting Events

Certain organizations require events to be submitted more than five days prior. Please contact your Organization Administrator for event submission guidance.

Digital Outreach

Post event information on social media using tools provided on KHBE.ky.gov.

Advertise Events

Provide local organizations and community partners with flyers or e-flyers to advertise for scheduled events.

Submitting Events to KHBE

Submit all outreach and enrollment events for the next month to KHBE at least five (5) days prior to the first day of that month.

Use Multiple Channels

Share flyers that advertise events through various communication channels, virtually and in-person.

7.3 Events Calendar

Navigators can view upcoming events on the KHBE events calendar. Organization Administrators are responsible for submitting and updating calendar events to KHBE.

Events Calendar Expectations for Navigators

- Navigators should regularly check the KHBE events calendar on the KHBE website to be aware of upcoming events.
- Navigators should submit planned events directly to their Organization Administrator (do not submit to KHBE).
- Navigators should frequently refer to the KHBE events calendar to access the most accurate and up-to-date events.

7.4 Event Planning Requirements

Navigators are required to provide specific information when planning events. This information should be included on the Event Request Template and sent to the Organization Administrator prior to the event. Examples of this specific information include:

- Event location
- Description of the event
- Start and end times
- Event type (e.g., enrollment or education)
- Contact source

7.5 Event Request Template

The following steps explain what information needs to be provided by Navigators when completing an Event Request.

Navigators must provide all details and information to their Organization Administrators when they are planning an event. All events, public and private, must first be submitted to their Organization Administrator for review and then submitted to KHBE for approval. KHBE then adds the events to the Events Calendar.

Please Note: Navigators do not submit event requests directly to KHBE.

7.5.1 Step 1: Descriptive Rows

Top row fields are for designated information regarding the event. Navigators should provide as much detail as possible regarding the event.

For example:

- Name of the event: kynecting to your Health
- Description: A virtual event to discuss heart health, national wear red day, KCHIP and dental health.
- Location: PACS Office
- Start Date/Time: 1/13/2025 10:00 AM EST
- End Date/Time: 1/13/2025 10:30 AM EST

Region	Title	Description	Location	Start Date/Time	End Date/Time
3	Elizabethtown-Outreach, Education & Enrollment	kynector will be available to answer questions and do enrollment	Center For Behavioral Health	1/13/25 9:00 AM	1/13/25 11:00 AM
7	Ashland - Meet Your kynector	Speak to a kynector to learn more about health coverage options available to you!	Primary Plus - Ashland	01/13/25 10:00 AM	01/13/25 12:00 PM
7	Grayson - Open Enrollment 2025	Speak to a kynector to learn more about health coverage options available to you!	Carter County Health Department	01/13/25 10:00 AM	01/13/25 02:00 PM

7.5.2 Step 2: Event Details

Navigators should continue to complete the event detail fields and populate them with all applicable information.

For example:

- Event type: Enrollment or education
- kynector name: Jane Doe
- Contact source: Johnathan Doe
- Navigator Phone
- kynector email: Jane.Doe@ky.gov
- Physical address: 245 West Water Street Flemingsburg, KY 41041
- Virtual address: include event link (if applicable)

Is Enrollment	Is Education	kynector Name	Contact Source	kynector Phone	kynector Email
Will you take applications. Dropdown Yes/No	Is event education/outreach. Dropdown Yes/No	kynector holding event	Who at the event is your contact person	Format ###-###-####	Jane.Doe@ky.gov
No	Yes	Jane Doe	Jonathan Doe	606-987-6543	Jane.Doe@ky.gov
Yes	Yes	Jane Doe	Janet Doe	270-888-7777	Jane.Doe@ky.gov

7.5.3 Step 3: Submit to Organization Administrator

Navigators submit their completed event request to their assigned Organization Administrator for review. The Organization Administrator reviews, verifies accuracy of the information, and sends to KHBE.

Please note: Navigators do not submit event requests directly to KHBE.

Zip 5 digits	Get Latitude from google maps	Get Longitude from google maps	Dropdown Approved/Cancelled
42210	37.191624	-86.255861	Approved
40360	38.144574	-83.764401	Approved

7.5.4 Event Request Status

Navigators receive communication from their Organization Administrator regarding the status of their event request. If the request is not approved, the Organization Administrator informs the kynector of the necessary revisions for resubmission.

Attention to Detail: Pay close attention to the top blue row and the information and format that is being requested. If the Event Request Template is not appropriately filled out, it will NOT be accepted by KHBE.

A	B	C	D	E	F	G	H	I
Regio	Title	Description	Location	Start Date/Time	End Date/Time	Time Zone	Is Enrollmen	Is Education
3	Louisville - Metro Homeless Services at The Table	kynector will be available to answer questions and do enrollment	The Table	12/16/24 10:00 AM	12/16/24 1:00 PM	EST	Yes	Yes
3	Hardinsburg - Outreach, Education & Enrollment	kynector will be available to answer questions and do enrollment	Breckenridge County Health Dept.	12/17/24 9:00 AM	12/17/24 11:00 AM	CST	Yes	Yes
3	Lebanon - Outreach, Education, Enrollment	kynector will be available to answer questions and do enrollment	Marion County Career Center	12/17/24 10:00 AM	12/17/24 12:00 PM	EST	Yes	Yes
3	Carroll County - kynect & Empowered Living	kynector will be available to answer questions and do enrollment	Empowered Living Carrollton	12/17/24 10:00 AM	12/17/24 1:00 PM	EST	Yes	Yes
3	Louisville - Goodwill Partner day	kynector will be available to answer questions and do enrollment	Norton Healthcare - Goodwill Opportunity Center	12/17/24 10:00 AM	12/17/24 1:00 PM	EST	Yes	Yes
3	Henry County - Connecting with The Hope Community Center	kynector will be available to answer questions and do enrollment	The Hope Community Center	12/18/24 10:00 AM	12/18/24 1:00 PM	EST	Yes	Yes
3	Louisville - Americana kynect day	kynector will be available to answer questions and do enrollment	Americana World Community Center	12/18/24 10:00 AM	12/18/24 1:00 PM	EST	Yes	Yes
3	Hodgenville - Outreach, Education Enrollment	kynector will be available to answer questions and do enrollment	Larue County Public Library	12/18/24 12:00 PM	12/18/24 3:00 PM	EST	Yes	Yes
3	West Point - Children's Story time	kynector will be available to answer questions and do enrollment	Nichols Library	12/19/24 1:00 PM	12/19/24 2:30 PM	EST	Yes	Yes
3	Shelby County - Awake Ministries & kynect	kynector will be available to answer questions and do enrollment	Awake Ministries	12/20/24 9:30 AM	12/20/24 11:30 AM	EST	EST	Yes
3	Louisville - Goodwill Partner day	kynector will be available to answer questions and do enrollment	Norton Healthcare - Goodwill Opportunity Center	12/24/24 10:00 AM	12/24/24 1:00 PM	EST	Yes	Yes

7.5.5 Event Request Template Fields

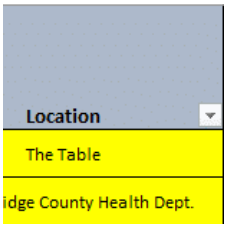
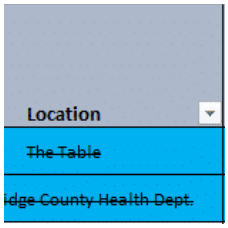
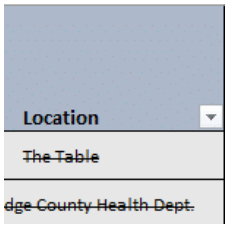
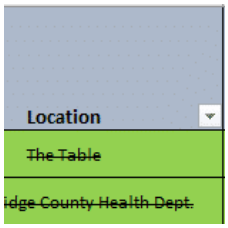
The following fields are required when completing the Event Request Template:

- **Region:** Which region will the event occur in? Dropdown 1-8.
- **Title:** Please insert the name of the event.
- **Description:** Please insert a sentence or two about the event.
- **Location:** Please insert the building or area the event is located at.
- **Start Date/Time:** Please insert the start date and time using the following formatting: MM/DD/YY (03/20/25), HH:MM AM/PM (09:30 AM).

- **End Date/Time:** Please insert the end date and time using the following formatting: MM/DD/YY (03/20/25), HH:MM AM/PM (10:30 AM).
- **Time Zone:** Please insert the time zone the event occurs in (EST or CST).
- **Is Enrollment?:** Will you take applications? Dropdown Yes/No.
- **Is Education?:** Is event education/outreach? Dropdown Yes/No.

7.6 Event Request Template Color Definitions

The events calendar uses different colors to represent the status of each event. It is important that all events are properly denoted in their correct color. Navigators must use the color coding outlined below when notating new, rescheduled, and cancelled events.

Newly Rescheduled	Rescheduled	Cancelled (Weather)	Cancelled (Other)
			
Highlight in yellow	Highlight in blue with strikethrough for the original scheduled event	Highlight in gray with strikethrough	Highlight in green with strikethrough

7.7 Event Cancellations

Reasonable efforts should be made to avoid cancellation of advertised events. Navigators must notify their assigned Organization Administrator of a needed cancellation no later than three (3) days prior to the event date. If cancellation cannot be avoided, then notification must be sent to KHBE.

If you cannot attend a pre-scheduled event for any reason, be sure to reach out to the event point of contact to inform them of your absence.

8 Importance of Outreach and Enrollment Events

Planning, promoting, and/or hosting Navigator events, is important to the success of Navigators. The information below highlights how to best host successful kynector events.

8.1 Goals for Outreach Events

- Promote organizational awareness and availability of kynectors.
- Create opportunities for the public community to contact kynectors either virtually or in-person.
- Attend community events hosted by community partners or kynector organizations to expand network.
- Promote public awareness of kynector services.

8.2 Promoting Navigator Events

Outreach allows Navigators increased opportunities to educate Kentucky communities about health coverage and the enrollment process.

8.2.1 Social Media

Social media offers many benefits to Navigators. Social media promotion enables Navigators to gain exposure, increase traffic at events, and provide insights on kynect services to a very broad audience. Below are some suggested social media accounts that could be used in event promotion efforts.

Facebook: www.facebook.com/kynect.ky/

For example: highlight events, posts, and/or repost on kynect's Facebook page.

X (Twitter): //twitter.com/kynect_ky

For example: highlight information, tweet, and/or re-tweet from kynect's X account.

Community Partners' Social Media

For example: highlight events through the local Chamber of Commerce or work with other local organizations.

8.2.2 Local Media Outlets

Local media outlets, such as newspapers, radio, and tv, are useful in promoting and hosting Navigator events in local communities. Event hosting efforts are enhanced by collaborating with media outlets throughout local areas.

Local Newspapers

Local newspapers target the local geographic market, which supports a more personalized connection when promoting Navigator events.

Local Radio Stations

Local radio stations are more likely to do live coverage of events within the local community. Live coverage can bring more attention to the event and increase interactions with Attendees.

Local Access TV

Advertising on local television stations can be an affordable option to use and harness the power of video to promote Navigator events.

8.2.3 Cross-Promotion and Self-Marketing for kynectors

Cross-promotion and self-marketing are important to the success of Navigator events. These techniques involve collaborating with various media outlets across different mediums to expand the promotional reach of kynector events.

Navigators are highly encouraged to solicit cross-promotion and self-marketing opportunities by sending email communications and/or arranging in-person visits with community partners and media outlets.

Example of Cross-Promotion

When buying advertising space in a magazine, ask the media outlet to do an article or interview about the kynector Program instead of simply paying for the ad space.

Below are some suggested techniques for Navigators to improve their cross-promotion and self-marketing efforts:

- Create co-branded advertisements
- Co-host an in-person or virtual event
- Set up displays with shared promotional literature
- Exchange service-for-service instead of cash payment transactions

8.3 Navigator Events Checklist

Event planning puts kynectors in the best position to conduct outreach and host successful enrollment events. The purpose of the Events Checklist is to build on strengths and develop consistencies across all Navigator events. Consistency helps create a better overall experience for Attendees and builds credibility and brand trust for KHBE, kynect, and the Navigator network.

Events Checklist

Event type identified:

- Outreach
- Enrollment
- Education
- Guest speaking (must be pre-approved by KHBE)

Event preparation:

- Invitations and reminders sent
- Planned early arrival and late stay (if necessary)
- Adequate seating
- Handouts and other presentation materials ready for distribution

Advertising/marketing efforts:

- Prominent signage throughout venue
- KHBE approved literature ready for distribution

Community partner collaborations:

- kynect resources in partnership with United Way helps provide information through a mobile-friendly tool connecting Kentuckians to the help they need.

HIPAA compliant:

- Secure Wi-Fi as a technical safeguard to protect and provide access to personally identifiable information (PII).
- Avoid leaving a Resident's PII exposed in high-traffic public areas. Protect a Resident's privacy at all costs.

8.4 Navigator Preparedness for Hosting Events

Planning and preparation are key in helping the success of Navigator events. Here are some more best practices to follow when hosting events:

- Arrive to the event 20 minutes early.
- Test all audio and video equipment for operability.
- Greet, and actively engage attendees.
- Solicit participation and feedback from attendees.
- Distribute outreach materials to attendees.
- Ensure KHBE literature is clearly visible on materials being shared.
- Provide accurate explanations of health coverage using layman's terms to help increase the health literacy of attendees.
- Follow-up with referrals and/or any future appointment confirmations made the day of the event.

8.5 Best Practices and Tips for All Event Types

Reminder! Bring your laptop to all outreach events in case additional resources are needed.

- Create a plan for interactions with attendees.
- Wear your kynect apparel and kynect badge with your name clearly displayed.
- Arrange your table properly by displaying a kynect tablecloth, presenting up-to-date flyers and handouts, and arranging kynect branded giveaways in an organized manner.
- Start on time and end on time.
- Save time for question and answer periods.
- Solicit feedback and participation from attendees.
- Leave Residents with a call-to-action for next steps.

9 Module 3: Summary and Additional Resources

9.1 Key Takeaways

Navigators play an integral role in facilitating enrollment for Residents in Medicaid and Qualified Health Plans. Navigators are essential in helping improve the quality of life for all eligible Kentuckians.

- KHBE provides support and resources to assist Kentuckians with enrolling in health coverage.
- Community outreach helps Navigators provide information and services to Residents.
- Kentucky's Medicaid program is a health care program for eligible low-income Residents including children, families, pregnant women, the aged, and the disabled.
- QHPs are health benefits that follow established limits on cost-sharing, like deductibles, copayments, and out-of-pocket maximums, while meeting other requirements under the ACA.
- Navigators educate Kentucky communities about health coverage, assist Residents in enrolling, and connect Residents to health coverage and other community resources.

9.2 Additional Resources

See below links to available resources that further assist kynectors in providing the latest news, materials, and information to Residents.

- KHBE.ky.gov: Training information, onboarding documents, and job aids.
- kynector Supplemental Materials: Enrollment Materials — Event signs, Open Enrollment Period materials, and brochures.
- kynector-event-checklist.pdf

10 Assessment Questions

The questions below are drawn from the knowledge checks throughout the New Navigator Training.

1. Which of the following is a contracted kynector (Navigator) organization?

a. Community Action Kentucky (CAK)
b. Kentuckiana Regional Planning and Development Agency (KIPDA)
c. Kentucky Primary Care Association (KPCA)
d. All of the above

2. True or False: Navigators are required to host outreach, education, or enrollment events.

a. True
b. False

3. True or False: Navigators and other approved organizations may assist with health coverage and additional benefit programs such as SNAP and CCAP.

a. True
b. False

4. The best method(s) for kynectors to find helpful resources is?

a. kynect benefits
b. KYID
c. KHBE Website
d. Both C and D

5. kynect resources may be used to connect Residents to all of the following EXCEPT:

a. Food assistance
b. Housing services
c. Employment services
d. Construction services

6. Which of the following benefit programs is designed to provide health insurance for children up to the age of 19?

a. Kentucky Children's Health Insurance Program (KCHIP)
b. Supplemental Nutrition Assistance Program (SNAP)
c. Child Care Assistance Program (CCAP)
d. Kentucky Transitional Assistance Program (KTAP)

7. Residents may apply for coverage through which of the following?

a. Online
b. With an Agent or kynector
c. DCBS
d. All of the above

8. Which of the following factors help determine eligibility for health coverage?

a. Tax Household size
b. Household income
c. Citizenship/immigration status
d. All of the above

9. kynectors must log into KYID every ____ days to avoid their account being deactivated.

a. 150
b. 120
c. 90
d. 30

10. If planning a leave of absence more than eight (8) weeks, kynectors should first notify who?

a. Organization Administrator
b. KHBE
c. Peers
d. Community contacts

11. Which program provides nutritional support to low-income families?

a. KCHIP
b. SNAP
c. CCAP
d. KI-HIPP

12. Which program helps families pay for childcare services?

a. SNAP
b. CCAP
c. KI-HIPP
d. KTAP

13. Which of the following is an example of a location where Navigators can target their outreach efforts?

a. Public libraries
b. Food banks
c. Thrift stores
d. All of the above

14. True or False: For unresolved issues, a Navigator should refer to the Escalation Path documentation on the KHBE website.

a. True
b. False

15. Navigators should remove what kind of information when reaching out to an inbox for assistance?

a. Case number
b. Personally Identifiable Information (PII)
c. Description
d. Ticket number

16. Navigators should submit their Event Request Templates to whom?

a. KHBE program inbox
b. Event point of contact
c. Organization Administrator
d. Events calendar

17. Navigators should inform their Organization Administrator of event cancellations how many days prior to the scheduled event?

a. 5 days
b. 3 days
c. 7 days
d. 1 day

18. Navigators should use which of the following to promote their kynect events?

a. Social media
b. Local newspapers
c. Local radio stations
d. All of the above

19. Which of the following is NOT a best practice when hosting events?

a. Arrive early
b. Avoid event attendees
c. Distribute outreach materials
d. Wear kynect apparel

20. What is the minimum number of successful public events Navigators are required to host in each county in their region per month?

a. One (1)
b. Two (2)
c. Three (3)
d. Five (5)