The Commonwealth of Kentucky

kynect State-Based Marketplace

New kynector Training Guide

May 26, 2022

Document Control Information

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Introduction

The New kynector Training provides new kynectors with an overview of the KHBE kynector Program and explains the roles and responsibilities of the kynector position.

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1   New kynector Training: Course Introduction

The New kynector Training provides new kynectors with an overview of the KHBE kynector Program and explains the roles and responsibilities of the kynector position. New kynectors need to familiarize themselves with the purposes, procedures, and practices of being a kynector in order to better assist Kentucky Residents with applying for health coverage.

2   Being a kynector

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

2.1   What is the kynector Program?

The kynector Program is a collaborative program between health coverage providers, local organizations, and the Commonwealth of Kentucky. kynectors 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), Kentucky Integrated Health Insurance Premium Payment (KI-HIPP) Program, and the Small Business Health Options Program (SHOP). The primary goal of the kynector Program is to support the health coverage needs of Kentuckians.

2.2   Types of kynectors

kynectors are categorized into two types: Contracted kynectors, also known as 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. Navigators are required by KHBE to hold outreach, education, and 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 coverage providers, and agencies providing social services. CACs are trained by KHBE to help Residents find health coverage in kynect.

2.3 Organizations for Contracted kynectors (Navigators)

Navigators work within the following organizations:

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

The map below outlines the areas of the Commonwealth these organizations serve.

Community Action Kentucky
1-800-456-3452

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

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

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

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 aged 60 and over.

KPCA works to promote the mutual interests of its members with a mission to promote access to comprehensive, community-oriented, primary health coverage services for the underserved.

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 Duties of CACs

- Inform Residents and employees about QHPs and insurance affordability programs.
- Assist Residents in applying for QHPs and insurance affordability programs through kynect.
- Facilitate enrollment of eligible Residents in QHPs and insurance affordability programs.

Some additional responsibilities of CACs include:

- Taking applications from members of the public
- Assisting Residents within their organization's service area
- Providing referrals to community organizations (including Navigators)

CACs are trained by KHBE to help Residents find health coverage in kynect. CACs are required to take all mandatory trainings on the MyPurpose Learning Management System (LMS), pass the required assessments, and send a certificate of completion to KHBE.

2.6 Venues for CACs

The venues below are common work locations where CACs assist Residents.

Social Services Community Partners such as:
- Supplemental Nutrition Assistance Program (SNAP)
- Energy assistance
- Tax assistance

Examples of these agencies include:
- Non-federal government entities
- 501(c) organizations
- Local government agencies (e.g., health departments, libraries)

Ryan White HIV/AIDS Providers

Hospitals and Health Care Providers

Behavioral and/or Mental Health Providers

Community Health Centers and Federally Qualified Health Centers (FQHCs)

kynect

2.7   Responsibilities of kynectors

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

Educate	Assist	Connect
kynectors educate Residents about health coverage options and the enrollment process.	kynectors assist Residents with enrollment in Qualified Health Plans (QHPs) and insurance affordability programs through kynect.	kynectors make referrals to connect Residents to local community resources, including but not limited to food/clothing, banks, housing assistance, and Volunteer Income Tax Assistance (VITA) organizations.

2.8   Duties of kynectors

kynectors agree to act in the best interest of Residents. kynectors must provide fair and impartial information to those seeking application assistance for insurance affordability programs, 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 timesheets

2.9   Expectations for kynectors in KOG

All kynectors are responsible for updating their personal information in the Kentucky Online Gateway (KOG) including: work phone number, work address, and counties for which they provide kynector services.

NEW KYNECTORS are required to complete the following training course curriculum:

- KHBE State-Based Marketplace Certification/Registration Training
- KHBE New kynector Training
- KHBE Privacy and Security Training
- KHBE KI-HIPP Training
- Other trainings as assigned

EXISTING KYNECTORS are required to complete the following training requirements:

- KHBE State-Based Marketplace Certification/Registration Training
- KHBE Privacy and Security Training
- Other trainings as assigned

Please note: Training for kynectors must be completed annually.

Please note: kynectors who have been assigned the Assister Other Programs role are required to take the DCBS-required SNAP and CCAP Training on MyPurpose in addition to the above trainings.

2.10 Helpful Resources for kynectors

Below lists the resources available to kynectors and explains the benefit of each resource.

Resource	Benefit
Your Organization Administrator	Your Organization Administrator will assign your roles in kynect, provide your territory, and assist in outreach and enrollment event ideas.
KHBE website	The KHBE website provides important resources and supplemental materials such as: • Job aids • Quick Reference Guides (QRGs) • Onboarding documentation • Marketing materials (e.g., flyers, brochures, posters)

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.
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)
kynect health coverage	kynect health coverage provides Residents access to enroll for health coverage options such as: • Qualified Health Plans (QHPs) • Advance Premium Tax Credit (APTC) • Cost Sharing Reductions (CSRs)
Centers for Medicare and Medicaid Services (CMS)	CMS provides kynectors with information about health care quality and costs including information on Medicare, Medicaid, and KCHIP. CMS also provides information on QHPs, APTC, and CSRs. kynectors can visit CMS for up-to-date information about services, enrollment, and benefits, as well as other helpful tools to support person-centered care.

Kentucky Online Gateway (KOG)	KOG is the Commonwealth of Kentucky's Single Sign-On (SSO) web platform. KOG is designed to keep data safe and to let Individuals easily connect to the business applications in Kentucky. A KOG account is required to access MyPurpose, kynect resources, kynect benefits, kynect health coverage, and many other Kentucky online portals. The KOG quick reference guide (QRG) can be found in the kynector training materials on KHBE.ky.gov.

2.11 Accessing kynector Training Materials

kynectors may access kynector Training Materials through the KHBE website. Follow the below instructions to access Quick Reference Guides, Job Aids, Welcome Packets, and more.

2.12 KOG Usage Requirements

Prolonged kynector inactivity in KOG results in the deactivation and removal of the access as a kynector.

KOG 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 KOG**.

Welcome to the Kentucky Online Gateway

- Are you doing business in or with the Commonwealth of Kentucky?
- Are you a citizen or resident applying for or receiving benefits?
- Are you seeking government services from the Commonwealth?

If you answered "Yes" to any one of these questions, please sign into your existing Kentucky Online Gateway account or click on the button below to create an account.

SIGN IN   **CREATE ACCOUNT**

1. **Ninety (90) Day Login Requirement:** All kynectors must log into KOG at least once every 90 days or their account is deactivated and their role in the system is removed.

2. **Leave of Absence Requirement:** All kynectors must notify 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. kynectors should email KHBE.Program@ky.gov to provide this notification.

3. **KOG Account Integrity:** kynectors should never create new KOG accounts if their email or name changes. Instead, kynectors should update their existing KOG account to reflect any new information.

2.13 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.

KENTUCKY CABINET FOR HEALTH AND FAMILY SERVICES

Department for Medicaid Services (DMS)	Department for Community Based Services (DCBS)
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.	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.

2.14 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.

	CSRs are discounts that lower the required payment amount for expenses like copayments, deductibles, and decrease out-of-pocket maximums.
Cost-Sharing Reductions (CSRs)	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 their plan.

2.15 kynect benefits 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 with payment for child care 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.

3   Procedures for kynectors

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

3.1   Establishing Connections within Local Communities

kynectors 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.

3.2   Ways to Connect with the Local Community

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 include:

- **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.

3.3   Places to Connect with the Local Community

kynectors plan, promote, and host in-person and/or virtual events in local communities.

3.3.1   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 kynectors can host events to reach Individuals interested in 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

3.3.2   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).

3.3.3   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
- Justice Involved Organizations
  - Department of Corrections
  - Department of Justice
  - County jails
- Media Outlets
  - Radio stations
  - Local newspapers
  - Local access television stations

3.4   kynector Referrals

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

3.4.1   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.

3.4.2   What are Referral types?

Below lists the different types of referrals and explains their specific purposes.

Referral Type	Referral Purpose
Department for Community Based Services (DCBS)	DCBS provides assistance with child and adult protection, foster care and adoption, and family self-sufficiency services to include nutrition and cash assistance.

Navigators (contracted kynectors)	Navigators work to provide health coverage information and assist with other social needs.
CACs (non-contracted kynectors)	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.

3.4.3 Referral Requirements for kynectors

- kynectors must track their submitted referrals to make certain that the needs of the Resident are addressed.
- kynectors must report interactions and referrals to their assigned Organization Administrator in their monthly metrics report.
- kynectors are encouraged to log in to kynect resources at least weekly to check for, create, and respond to referrals.

3.5 Issue Escalation Pathways

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

kynector and Agent Escalation Process		
Helpdesk Issue Escalation	**Check These Materials First**	**I still have questions, who do I contact?**
Self-Service Portal (SSP) Issues		
SSP Issues are typically technical access issues	• kynect training materials on the DMS website: kynect benefits - Cabinet for Health and Family Services • Release Notes • kynector training materials at KHBE.ky.gov	• Call the Professional Services Line: 1-855-326-4650. • For any issue that remains unresolved or requires further escalation, notify KHBE by email KHBE.Program@ky.gov. • KHBE will review and escalate further as appropriate. • When emailing KHBE, kynectors and Agents should include ticket number from PSL, case number, description of issue, and screenshot of issue. No PII can be included in the email.
Department for Medicaid Services (DMS) Issues		
DMS Issues are typically related to eligibility requirements for Residents	• CHFS Policy Manuals on the DCBS website • Training materials in MyPurpose LMS	• For any issue that remains unresolved or requires further escalation, notify KHBE by email KHBE.Program@ky.gov. • KHBE will review and escalate further as appropriate.
Dire Need Issues		
Dire Need issues are those requiring attention within a 24-hour period	• Newsletter page on the KHBE website	• Email kynectdireneed@ky.gov for Dire Need issues. • kynectors should use the subject line "Dire Need" and indicate whether the Dire Need is for a Medicaid, Qualified Health Plan (QHP), or another case. • KHBE determines appropriate response agency for escalation.
KOG Helpdesk		
Contact for KOG account related issues	• Agents Welcome Packet • New kynector Welcome Packet • kynect benefits KOG Quick Reference Guide • Training materials in MyPurpose LMS	• These unresolved issues should be emailed to KOGHelpdesk@ky.gov. • When emailing the KOG helpdesk, agents and kynectors should include a brief description and screenshot of the issue. No Personally Identifiable Information (PII) can be included in the email.
All Other Issues		
Always reach out to the appropriate helpdesk. If the issue remains unresolved after reaching out to the helpdesk, it should then be escalated to KHBE.Program@ky.gov.		

3.6 SMART Goals Outreach and Enrollment

SMART is an acronym that stands for specific, measurable, attainable, relevant, and time-bound. SMART goals help customize goal setting by using criteria that focuses on specific objectives that improve the chances of achieving the goal.

Applying the SMART goals approach to outreach and enrollment events creates more specific and achievable targets for kynectors to track. Establishing measurable goals and collecting metrics at events illustrates progress throughout the year.

SPECIFIC	**Set a specific goal to increase the chance of it being accomplished.**

•Make sure this goal is focused and identifies a specific tangible objective.

MEASURABLE	**Establish concrete criteria for measuring progress toward the attainment of the goal as set.**

•Frequently measure the progress and stay on track to reach the goal by the set target date(s).

ATTAINABLE	**Plan strategic and logical steps and establish a time frame that allows those steps to be carried out.**

•The set goal should be challenging but reasonable to achieve.

RELEVANT	**Set goals that represent an objective relevant to being a kynector.**

•A challenging goal is frequently easier to reach because this goal exerts high levels of motivation.

TIME-BOUND	**Ground the goal within a time frame in order to assign a sense of urgency.**

•All goals need a target date to spur motivation and focus.

3.7 Event Planning

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

3.7.1 Five Criteria for Successful Events

kynectors are required to host a **minimum of one (1) successful public event in each county in the region per month**, either in-person or virtually. Success for events are qualified by an event that meets or exceeds the following criteria:

1 Event is well advertised.

2 Event has appropriate signage throughout the venue.

3 Event is held in locations where Residents and potential Enrollees congregate.

4 Event yields at least ten (10) contacts or two (2) applications.

5 Event is properly staffed "at the table" within reason for the entire scheduled event time.

3.7.2 Event Planning Best Practices

Planning and preparation help ensure kynectors are in the best positions to succeed in their goals.

Below are some best practices to follow when planning events:

Submitting Events to KHBE
Organization Administrators 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.

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

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

3.8 Events Calendar

kynectors can view upcoming events on the KHBE Events Calendar. Organization Administrators are responsible for updating calendar events and submitting them to KHBE.

3.8.1 Events Calendar Expectations for kynectors

- kynectors should regularly check the KHBE Events Calendar on the KHBE website to be aware of upcoming events.
- kynectors should submit planned events directly to their Organization Administrator (do not submit to KHBE).
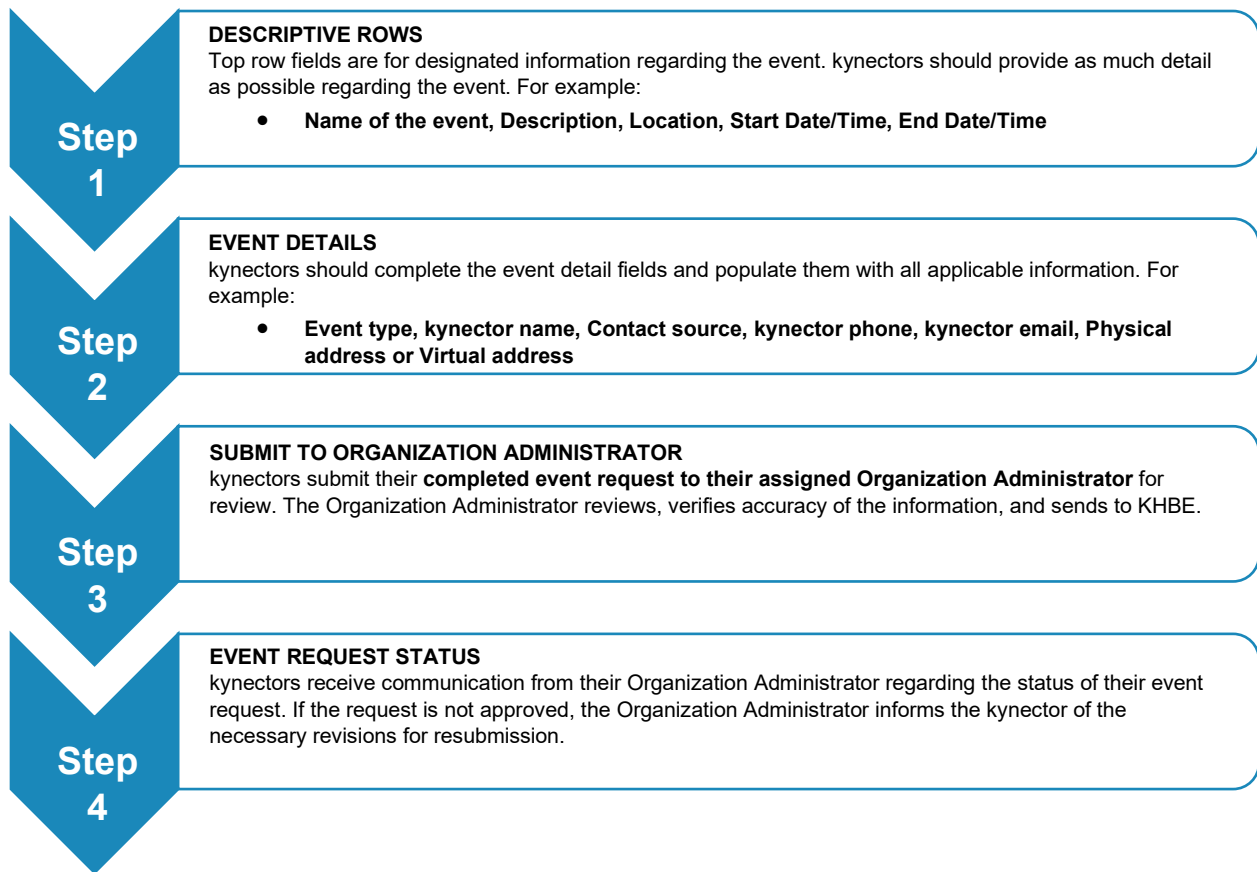
3.8.2 Event Planning Requirements

kynectors 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

3.9 Event Request Template

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

Step 1

DESCRIPTIVE ROWS
Top row fields are for designated information regarding the event. kynectors should provide as much detail as possible regarding the event. For example:
- **Name of the event, Description, Location, Start Date/Time, End Date/Time**

Step 2

EVENT DETAILS
kynectors should complete the event detail fields and populate them with all applicable information. For example:
- **Event type, kynector name, Contact source, kynector phone, kynector email, Physical address or Virtual address**

Step 3

SUBMIT TO ORGANIZATION ADMINISTRATOR
kynectors 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.

Step 4

EVENT REQUEST STATUS
kynectors 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.

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

3.9.1   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.** kynectors must use the color coding outlined below when notating new, rescheduled, and cancelled events.

| **Newly rescheduled** events need to be highlighted in yellow. | **Rescheduled events** need to be highlighted in blue and strikethrough for the original scheduled event. | **An event cancelled due to weather** needs to be highlighted in gray and strikethrough. | **An event cancelled for any other reason** needs to be highlighted in green and strikethrough. |

3.9.2   Event Cancellations

Reasonable efforts should be made to avoid cancellation of advertised events. kynectors 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.

3.10   Importance of Outreach and Enrollment Events

Planning, promoting, and/or hosting kynector events, either virtually or in-person, is important to the success of kynectors. The information below highlights how to best host successful kynector events.

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.

3.11   Promoting kynector Events

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

3.11.1 Social Media

Facebook	www.facebook.com/kynect.ky/

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

Twitter	//twitter.com/kynect_ky

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

Community Partners' Social Media	www.facebook.com/kychamber/

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

Social media offers many benefits to kynectors. Social media promotion enables kynectors 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.

3.11.2 Local Media Outlets

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

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

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.

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

3.11.3 Cross-Promotion and Self-Marketing for kynectors

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

kynectors are highly encouraged to seek 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 kynectors to improve their cross-promotion and self-marketing efforts.

3.11.4 Techniques in Cross-Promotion Marketing

- 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

3.12   kynector 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 kynector events. Consistency helps create a better overall experience for attendees and builds credibility and brand trust for KHBE, kynect, and the kynector network.

Events Checklist for In-Person and Virtual Events:
- 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

- o Prominent signage throughout venue
- o KHBE approved literature ready for distribution
- Community partner collaborations
  - o kynect resources in partnership with United Way helps provide information through a mobile-friendly tool connecting Kentuckians to the help they need.
- HIPAA compliant
  - o Secure Wi-Fi as a technical safeguard to protect and provide access to personally identifiable information (PII).
  - o Avoid leaving a Resident's PII exposed in high-traffic public areas. Protect a Resident's privacy at all times.

3.13 Event Guidelines for Virtual Events

Outlined below are the guidelines for virtual events by category.

Calendar Invitations

- Verify calendar invitations are sent with the event link in advance to allow attendees to have a reminder.

Host and Co-Host Assigning

- Assign host and co-host responsibilities and expectations prior to the event.

Broadcasting Environment

- Broadcast from assigned organization's account (not a personal platform).
- Present the event in a professional setting.
- Limit distractions and background noises.
- Re-introduce important information throughout the broadcast.
- Re-share the broadcast when complete if possible.

Technical Troubleshooting Plan

- Conduct a test run of the entire event to make sure everything functions smoothly.

Accomodations for Individuals with Disabilities

- Prepare materials in the language of choice for deaf, hard of hearing, and/or visually impaired persons.

3.14 kynector Preparedness for Hosting Events

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

- Arrive or log in 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 virtually or in-person.
- Ensure KHBE branding 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.

3.14.1 Best Practices and Tips for All Event Types

- Create a plan for interactions with attendees.
- Be brand consistent: display current branding and use KHBE approved signage.
- 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 the next steps.

4 New kynector Training Assessment

1. Which of the following is best practice when planning virtual events?
   a. Do not release any flyers or promotional materials for the event.
   b. Broadcast from a location that has a lot of background noise.
   c. Send calendar invite out with event link in advance for attendees to have a reminder of the session.
   d. Do not start the event early or allow the event to go late.

2. Which of the following is one of the three state agencies to whom Navigators (contracted kynectors) may be affiliated?
   a. Kentucky Transition Centers
   b. Community Action Kentucky (CAK)
   c. Kentuckiana Heritage Council (KHC)
   d. Kentucky Artisan Center in Berea

3. The Advance Premium Tax Credit (APTC) is a tax credit available for Residents who are also enrolled in which of the following?
   a. Medicare
   b. Medicaid
   c. Supplemental Nutritional Assistance Program (SNAP)
   d. Qualified Health Plan (QHP)

4. Which of the following is best practice for promoting in-person events?
   a. Display KHBE approved signage throughout the venue with posters to advertise scheduled events.
   b. Bring donuts for potential attendees.
   c. Arrive at the event late.
   d. Do not stay after the event to answer questions.

5. Which of the following best describes referrals?
   a. Referrals are important resources for kynectors to help Residents access additional resources for which they may qualify.
   b. Referrals are not important for kynectors.
   c. Referrals help Residents with out-of-state relocation expenses.
   d. Referrals are only done by Organization Administrators, not kynectors.

6. Which is one of the duties of CACs?
   a. Travel to Indiana and Ohio to help Residents enroll in health coverage.
   b. Provide Residents with school vouchers.
   c. Avoid meeting new Residents who may need help with health coverage.
   d. Assist Residents in applying for coverage in Medicaid and QHPs through the SBM and other insurance affordability programs.

7. Which of the following are tips to promote kynector outreach and education events?
    a. Require payment to provide community partners with flyers to advertise for scheduled event.
    b. Do not post promotional materials for the event.
    c. Do not use KHBE flyers and resources from the KBHE website.
    d. Tell as many Residents as possible about upcoming events through word of mouth, electronic communications, and promotional materials.

8. What is a required amount of days for kynectors to submit to KHBE for approval of all outreach and education events for the next month?
    a. At least 5 days prior to the first day of that month
    b. At least 2 days prior to the first day of that month
    c. No requirement
    d. At least 16 days prior to the first day of that month

9. Which of the following is an expected outreach goal for kynectors?
    a. Utilize email outreach ONLY instead of phone calls.
    b. Educate Kentuckians about popular restaurants.
    c. Promote organizational awareness and availability of kynectors to Kentuckians.
    d. Increase the number of followers on KHBE and kynect social media accounts.

10. What best describes a Department for Medicaid Services (DMS) issue in the escalation path?
    a. DMS issues are typically related to eligibility requirements for Residents.
    b. DMS issues involve the SSP system only.
    c. DMS issues occur in kynect resources only.
    d. DMS issues never occur with Residents.

11. A "Dire Need" is defined as an issue that requires attention within what allotted time period?
    a. 12 hours or sooner
    b. 1 hour or sooner
    c. 24 hours or sooner
    d. 48 hours or later

12. Which verb sequence best describes the responsibilities of kynectors?
    a. Network, socialize, and misguide
    b. Educate, assist, and connect
    c. Educate, argue, and public speak
    d. Promote, advise, and solicit

13. Which of the following is a best practice networking tip for kynectors?
    a. Form connections by cold calling contacts.
    b. Reach out to out-of-state Residents.
    c. Present mutual benefits of the kynector program.
    d. Do not provide promotional materials.

14. Which is a best practice that kynectors should take to protect personal identifiable information (PII)?
    a. Send PII through emails or non-encrypted electronic correspondence or leave PII in visible areas.
    b. Refuse to shred PII in all circumstances.
    c. Ensure PII is being sent over secure Wi-Fi networks.
    d. Refuse to accept any PII from Residents.

15. When sending an email to KHBE, what should kynectors also include before sending an email to report a system issue?
    a. The Resident's home address
    b. A screen capture of the system issue or error
    c. Attach a photo of the kynector
    d. Copies of the Resident's social security card

16. What is the purpose of networking for kynectors?
    a. To tell other organizations/groups about the KHBE kynector program and create a community partnership between themselves and other community-based organizations or groups
    b. To grow KHBE's social media presence
    c. To support Residents of Indiana
    d. To decrease number of Kentuckians with health coverage

17. Public-service venues for outreach and enrollment of individuals eligible for Medicaid also extend to which of the following?
    a. Justice Involved Organizations
    b. Private golf clubs
    c. Local restaurants
    d. University athletic departments

18. What best describes Medicaid?
    a. Health coverage that requires eligible dependents to pay high monthly premiums
    b. Health coverage for adults who are high net earners
    c. Health coverage that is extended to adults and children who meet appropriate technical and financial eligibility factors
    d. Health coverage for full time students who meet minimum GPA requirements

19. The three goals of the kynector Program include: educating Residents on health coverage, assisting Residents enroll in health coverage, and _____.
    a. Collaborating with local celebrities
    b. Connecting Residents to resources
    c. Referring Residents to out-of-state organizations
    d. Assisting Residents from Tennessee

20. Which of the resources below allow Residents to browse community programs and services available to help with needs food insecurity, housing concerns, and employment?
    a. Health Insurance Marketplace
    b. kynect resources
    c. Insurance for Ohio
    d. Tennessee coverage

21. Which of the following best describes the purpose of Department for Community Based Services (DCBS)?
    a. An organization that assists Residents with substance abuse
    b. The state office for volunteer programs that help Residents gain job experience
    c. The state organization that assists eligible parents with mobile phone plans for children
    d. A state department contracted by DMS to determine eligibility for Residents using the policy and procedures set by DMS

22. How often should kynectors submit their referrals to Kentucky Health Benefit Exchange (KHBE) leadership?
    a. At every occurrence
    b. Once a week
    c. Every two weeks (bi-weekly)
    d. Once a month

23. Which website offers kynectors general resources, job aids, quick reference guides, and other useful information?
    a. benefits.ky.gov
    b. Instagram
    c. Worker Portal
    d. KHBE.ky.gov

24. A kynector is helping a Resident enroll in health coverage. While helping her enroll, the Resident mentions that she is a veteran.

In addition to helping her enroll in health coverage, what other resource can a kynector refer to for veteran programs?
   a. Private health insurance companies
   b. Health departments
   c. Federal Emergency Management Agency (FEMA)
   d. kynect resources

25. How should kynectors report interactions and referrals to their Organization Administrator?
   a. In their metrics report
   b. In a text message
   c. On a Power Point slide
   d. On their social media page

26. Which of the following is best practice for hosting in-person or virtual events?
   a. End the event 15 minutes early.
   b. Request to follow all attendees on social media.
   c. Bring refreshments
   d. Arrive at least 20 minutes prior to scheduled time to greet attendees.

27. Before escalating a kynect Self-service Portal (SSP) issue to the Professional Services Line (PSL), where should a kynector first look for a solution?
   a. The KHBE training materials on KHBE's website at KHBE.ky.gov
   b. kynect Facebook account
   c. KHBE's email inbox at KHBE.Program@ky.gov
   d. kynect Twitter account

28. At outreach events, kynectors primarily educate Residents on which of the following topics?
   a. Social media techniques
   b. How to apply for affordable health coverage
   c. New cooking recipes
   d. Popular television shows

29. Which of the following best describes an event goal for kynectors?
   a. Act as a resource where Residents can get free and unbiased information about obtaining health coverage.
   b. Enroll every Attendee in some sort of health coverage.
   c. Do not follow up with Residents who need help after the event.
   d. Increase social media presence of Residents who attend kynector events.

30. Why should SMART goals be time-bound?
   a. To prevent them from being accomplished
   b. To create a sense of urgency
   c. To increase the anxiety levels in the goal setter
   d. To allow for trial-and-error periods