

# OUTREACH & ENROLLMENT PEER MEETING

OREGON PRIMARY  
CARE ASSOCIATION

9:00 AM - 4:00 PM  
NOVEMBER 10, 2015

# Welcome!

## Agenda

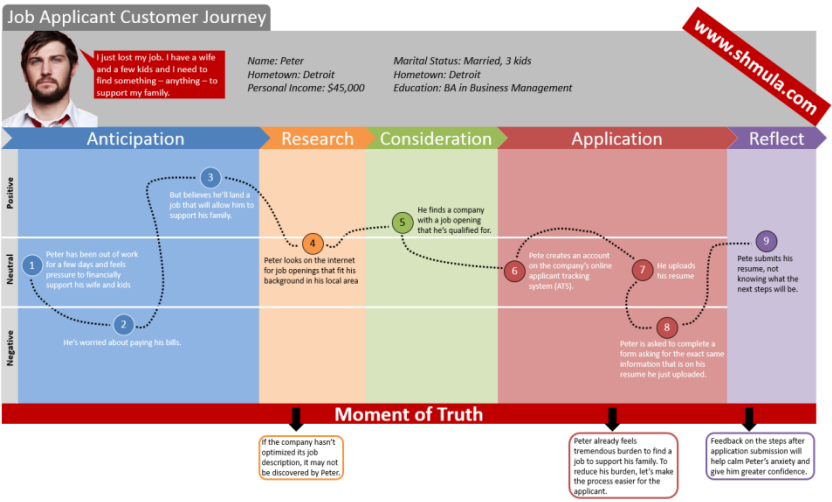
- I. Journey Mapping
- II. ONE
- III. Lunch Table Topics/Mercy Corps Tool
- IV. Tools & Best Practices
- V. Customer Experience
- VI. O&E Moving Forward

# Dinamica!

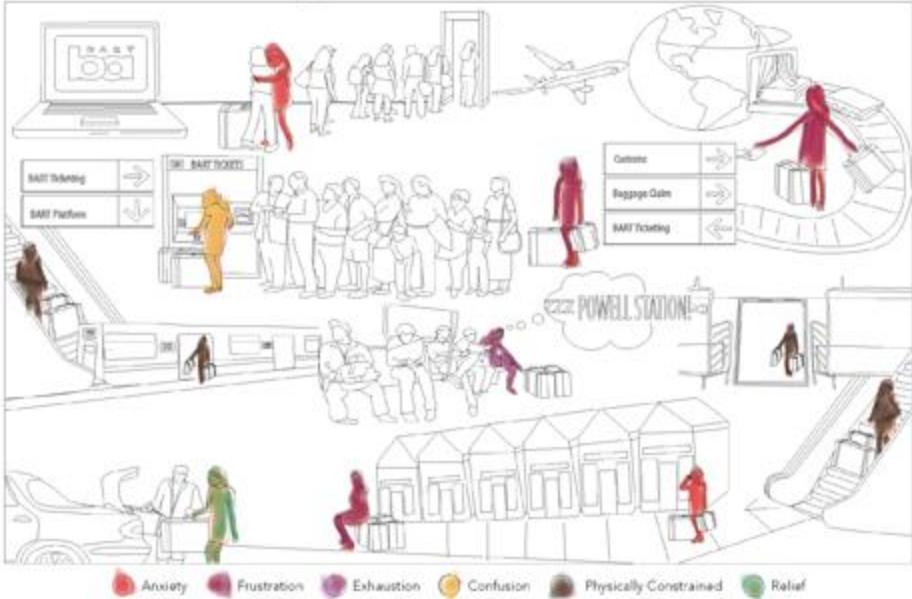
Getting to know each other.



# Journey Mapping



Emotional Journey of a San Francisco Tourist's First BART Ride



## End User journey map



# Create a Journey Map

- Form groups of 2-4 people
- Grab a poster board, two colors of post it notes and . . .

Map the enrollment experience at your organization.

# OregON Enrollment (ONE)

## Questions to consider

- How will you have to adjust your process?
- What enrollment opportunities do you see?
  - Are there concerning factors?

- [https://global.gotowebinar.com/join/notStarted.tmpl;jsessionid=abclr\\_VjMtU2ogTfCFUdv?webinar=3756338909996772353](https://global.gotowebinar.com/join/notStarted.tmpl;jsessionid=abclr_VjMtU2ogTfCFUdv?webinar=3756338909996772353)

# Continue to Journey Map

- Agree upon and finish the basic process
- Add layers of:
  - ▣ Customer satisfaction or emotions – 2<sup>nd</sup> color of post its
  - ▣ Your satisfaction or emotions - apples
  - ▣ Areas for improvement - stars



# Lunch!

Provided by Miss'ipi Chefs



## **Table topics:**

Select a table with an outreach topic of your interest to share, learn and network with your peers

# Stretch & Explore

## Visit Mercy Corps' Exhibit

Featured this month is *Finding Place: Street Art by Displaced Youth from Syria and Gaza*



# OE Tools & Best Practices

Share and learn about O&E peers  
tools, processes, and practices



# Customer Experience

Discover what individuals remember about their experience



# Break!



# O&E Moving Forward

Oregon Insurance Marketplace,

Michael Morter

&

OHA Community Partner Team,

Betse Thielman

# Thank You!

