

I Signed Up for Affordable Care Act Insurance, Now What? : Knowledge, Perceptions & ACA Usage and Best Practices

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In the state of South Carolina, 210,000 consumers have signed up for health insurance under the Affordable Care Act (ACA), surpassing the Department of Health and Human Services' estimates by 40%. As many of these individuals signed up for health insurance for the first time, there is now a true need to help these individuals understand their benefits and to connect them to primary care and preventive services. The purpose of this study was to develop an evidence-based ACA-focused health education and health literacy program tailored to Richland County residents who recently acquired health insurance through the Health Insurance Marketplace. Participants were recruited through 11 Richland Library Branches and local non-profit organizations. Participants were randomly assigned to either a control or intervention group. Participants assigned to the control group did not receive the ACA health literacy program, but were given ACA-related materials after taking two surveys. Each session lasted approximately 2 hours, which included both the pre- and post-test measures. Data were collected from individuals participating in both the intervention and control groups before and after the programs using pencil and paper surveys. Participants received \$45 for their participation and a \$10 Wal-Mart gift card for participating in a follow-up phone call two weeks later.