



HCFA
Health Care For All
MASSACHUSETTS

ANNUAL REPORT

2023

2023

Health Care For All envisions a day when everyone in Massachusetts has the equitable, affordable and comprehensive care they need to be healthy.





Trishan Panch
Board President



Amy Rosenthal
Executive Director

Letter From the Board President and Executive Director

Dear friends,

It is with great pride that we present Health Care For All's (HCFA) 2023 annual report highlighting the work our organization has done over the past year to ensure individuals and families across Massachusetts have affordable, accessible and equitable health care. In the last 12 months, HCFA has achieved successes spreading awareness about the MassHealth redetermination process, maintaining the strong work of our organization's multi-lingual consumer HelpLine, and advocating for both the expansion of subsidized health care and the codification of existing protections within the current system.

At the end of last year, we performed a comprehensive self-evaluation process and updated our strategic plan. Completed every five years, the updated plan allowed us to reestablish and define our short- and long-term goals, as well as reexamine how to best allocate resources to achieve these goals. It is because of this introspection that HCFA envisions a day where everyone in the Commonwealth has the opportunity to live a long, healthy life.

That's why HCFA's team takes action every day to ensure affordable, accessible and equitable care. The community engagement team is partnering with local groups to help MassHealth members stay covered and get vaccinated. The policy team is working with coalition members and volunteers to pursue solutions to systemic barriers to care, particularly those that affect People of Color, immigrants and children. The HelpLine is fielding nearly 20,000 calls annually from those who need assistance accessing necessary care and staying insured.

In short, HCFA's work is far from over, and none of this is possible without the help of our partners and fellow advocates. Whether you contributed financially, joined us on a coalition to advocate for legislative change or supported our community engagement efforts, we are grateful for your partnership. Thank you for fighting this good fight with us. It is because of this support that we are able to continue advocating for health justice in Massachusetts by working to promote health equity and ensure coverage and access for all.

With appreciation,

A handwritten signature in grey ink that reads "Trishan Panch".

Trishan Panch
Board President

A handwritten signature in grey ink that reads "Amy Rosenthal".

Amy Rosenthal
Executive Director

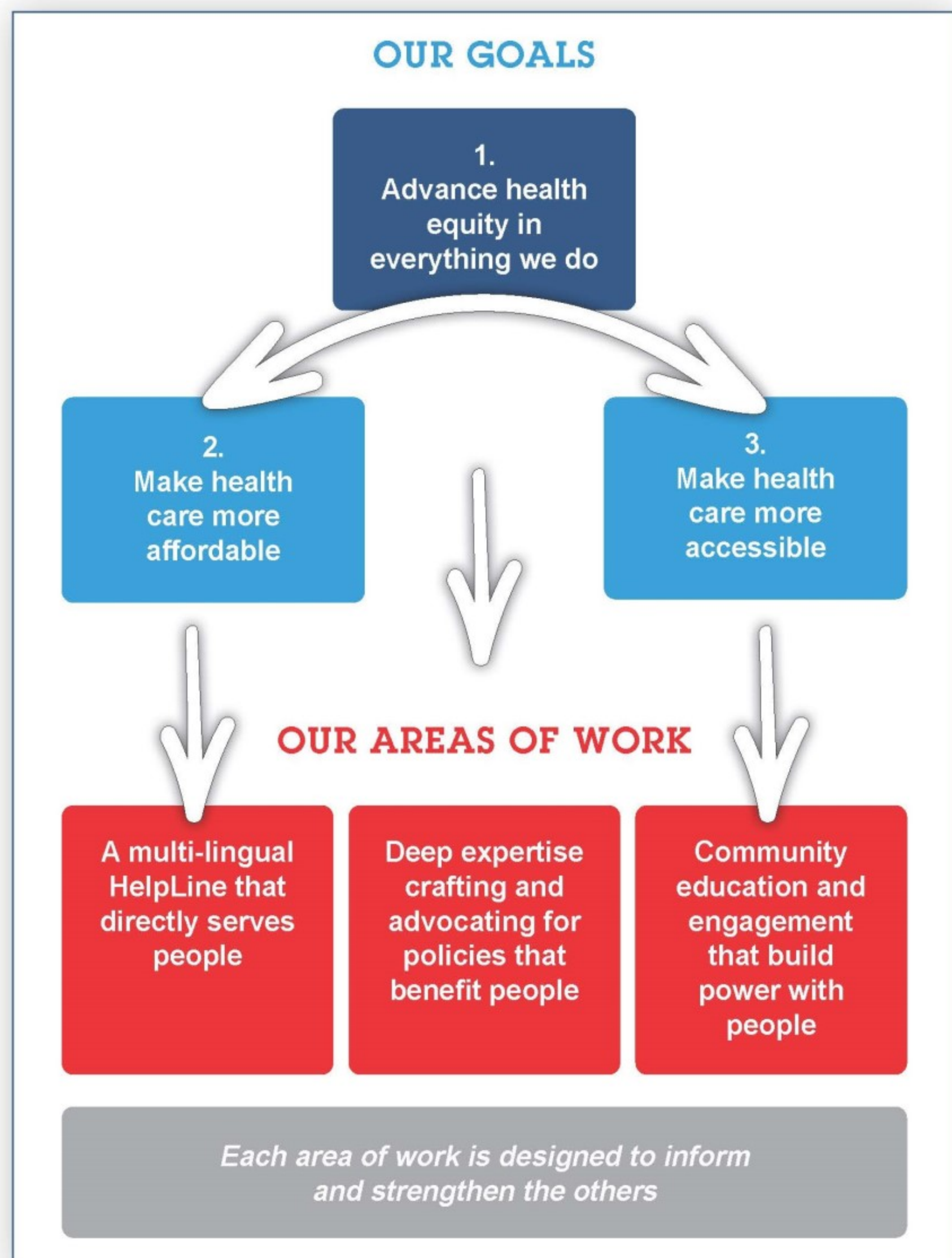
HCFA's Strategic Plan and Theory of Change

STRATEGIC PLAN 2023

The past few years have been ones of significant growth and change for HCFA. In late 2022, the HCFA team created space to reflect on where we are, where we have been and how we can carry out our mission even more powerfully in the years ahead. We engaged each member of our staff and Board, as well as more than 30 community-based leaders, coalition members, policymakers and field experts in these discussions. Three themes became apparent:

1. **HCFA plays a unique and vital role in the Commonwealth:** Our partners said we are the only ones in the health care advocacy space both listening to and representing the needs and concerns of regular people. They described this role as critical.
2. **Our top priority should always be to advance health equity in everything we do:** This priority informs our other goals of making health care more affordable and accessible.
3. **The value of our longstanding areas of work is stronger than ever:** We heard the HelpLine offers people the respectful, timely and informed guidance they need to solve urgent problems. It is “a lifeline for many.” We also heard our policy team is politically savvy and well respected; decision-makers rely on our staff for sound advice and workable solutions. We learned that our newest area of work – our community engagement campaigns – is an important addition to our portfolio that we should invest in moving forward.

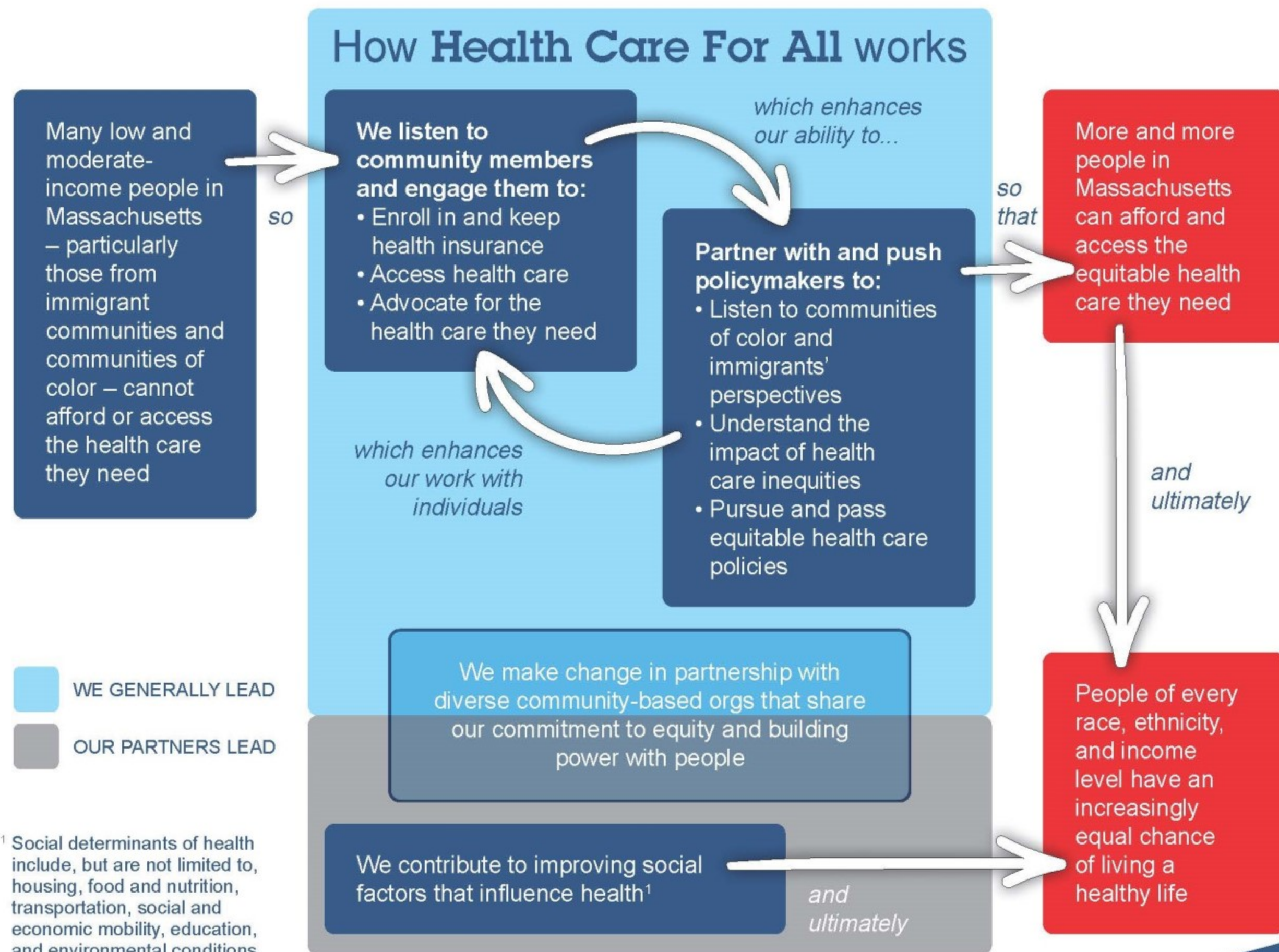
In response to this feedback, we committed to three goals and three areas of work for the next 3-5 years.





HCFA's theory of change showcases our long-term goals and informs how we seek to achieve them, both independently and in partnership with other organizations. The theory of change is largely centered on HCFA's "feedback loop," the process by which HCFA's policy, community engagement and HelpLine teams constantly communicate with one another to inform each other's work. The HelpLine and community engagement teams pass along insights and feedback from local residents about the state's health care system. The policy team then utilizes this input to inform the organization's legislative and administrative policies. By using the feedback loop to formulate legislative goals, the team knows its priorities will address issues directly impacting residents, especially those most affected by systemic racism within the health care system.

OUR THEORY OF CHANGE



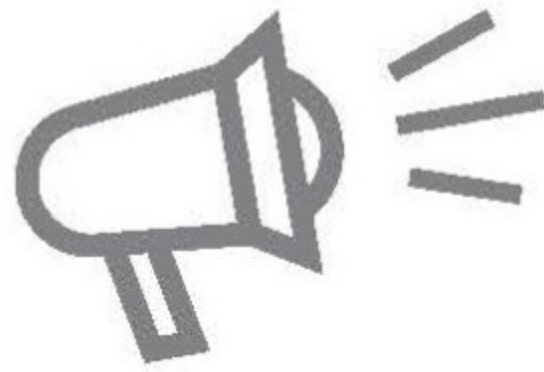
HCFA by the Numbers



HCFA policy priorities were signed into law as part of the Commonwealth's FY24 budget

Protected over
3.7 million people

with private insurance coverage from potentially losing access to no-cost preventive services like cancer screenings and HIV treatments



65

media outlets ran MassHealth Redetermination Campaign ads



747

vaccines administered during 190 clinics by Vaccine Equity Initiative partners in 2023



Up to **70,000** individuals will be newly eligible for subsidized health coverage with lower monthly premiums, lower out-of-pocket costs and no deductibles through the ConnectorCare pilot program beginning in January 2024

\$300,000

in state funding for the Department of Public Health's Special Commission on Oral Health, the first time this work has been fiscally supported in 20 years.



1,045 enrollment assisters from across the state who receive technical support from Health Care For All's *In the Loop* - MA

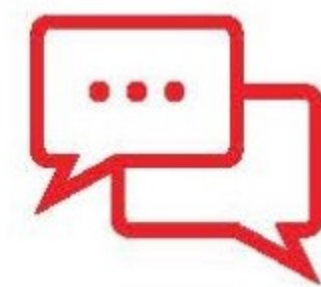
380,000+

doors knocked and nearly **93,000** conversations conducted by HCFA canvassers during the first four months of the MassHealth Redetermination Campaign

1,011 events held by **42** community-based organizations from April through August during the MassHealth Redetermination Campaign



19,786 calls handled by HelpLine counselors in English, Spanish, Portuguese, Haitian Creole & French



102 Certified Application Counselors hired and trained by HCFA's partner community-based organizations to help residents reapply for MassHealth coverage

1,595


applications submitted for **3,038** people




47 community-based organizations received funding through HCFA's re-granting process to work on the MassHealth Redetermination Campaign and Vaccine Equity Initiative

The HelpLine


The HelpLine is HCFA's free direct service program, providing individuals and families at all income levels with expert health insurance enrollment and troubleshooting assistance. In 2023, the HelpLine team handled nearly 20,000 calls, helped thousands of people apply for health coverage and worked with countless others to solve their thorniest challenges related to health care access and coverage. **The HelpLine team is currently operating at its largest language capacity in our 30+ year history with counselors taking calls in English, Spanish, Portuguese, Haitian Creole and French.** The HCFA HelpLine also partners with and supports assisters from across the Commonwealth through *In the Loop – MA* program that now provides technical and educational support to over 1,000 Massachusetts enrollment assisters who are helping people in hospitals, health centers and the community.



Juana tried for two months to update her pregnancy status with MassHealth but had difficulty connecting with a Spanish-speaking interpreter. Being four months pregnant at the time, she desperately needed to update this status as a means of accessing prenatal care. Juana called the HelpLine and was able to work with one of our Spanish-speaking counselors to upgrade her coverage in just a few minutes.



*The HelpLine received a call from an individual who was just over the income limit for ConnectorCare, the state's subsidized health insurance program. The caller told the HelpLine counselor about her struggles paying her premium and that she was fearful she wouldn't be able to afford adequate health care coverage moving forward. **Luckily, the HelpLine counselor was able to share the good news that she will soon qualify for the newly passed ConnectorCare expansion pilot program set to go into effect in January 2024.** This program will save her thousands of dollars and allow her to maintain coverage moving forward.*



*A mother called the HelpLine saying she received a letter from the Department of Developmental Services (DDS) regarding autism spectrum testing for her son. **HCFA's HelpLine counselor looked at the initial referral for the caller's son and realized he had recently been moved to more comprehensive MassHealth coverage and was eligible for expedited care.** The counselor made several calls and found a location where her son was able to receive testing much sooner. With a proper diagnosis, the caller's son can receive the care and services he needs.*





Community Engagement

MassHealth Redetermination Campaign

In March 2020, federal policymakers implemented COVID-19 protections that allowed MassHealth members to stay covered throughout the public health emergency, ensuring the 2.4 million MassHealth members were able to maintain coverage. These protections ended on April 2, 2023, and members needed to resume their annual eligibility “redetermination” process.

To ensure people stay covered, HCFA is leading the MassHealth Redetermination Campaign in collaboration with MassHealth, the Health Connector and community organizations (CBOs). Launched in March 2023, this multicultural, multilingual public education campaign is focused in the 15 communities where 1.3 million MassHealth members live. The campaign focuses on the power of the community to reach people where they live, and it is:

- ✓ **Conducted in 9 languages** – Arabic, Cape Verdean Kriolu, Chinese (Mandarin), English, Haitian Creole, Khmer, Portuguese, Spanish and Vietnamese
- ✓ **Driven by 90 canvassers** going door-to-door in their own communities, **over 40 CBO partners** hosting local events, and an extensive multilingual ad campaign
- ✓ **Providing an extra focus on 4 special populations** – immigrants and refugees, individuals with disabilities, older adults 65+ and individuals who are housing insecure

The MassHealth Redetermination Campaign is working. In the first four months, the change in MassHealth enrollment in the 15 campaign communities was 60% less than in the non-campaign communities. HCFA is proud of these partnerships and will continue this campaign until early 2024.

If you or someone you know needs guidance with the redetermination process, please visit www.masshealthrenew.org.

Community Engagement continued

Vaccine Equity Initiative

COVID-19 continues to impact residents across Massachusetts. Dating back to 2021, HCFA has played a central role – working in partnership with state and local officials, advocates, community groups and charitable organizations – on the Vaccine Equity Initiative (VEI) aimed at educating, informing and vaccinating those in communities most impacted by the pandemic about the COVID-19 vaccine. HCFA collaborates with our partners to update outreach strategies and materials to reflect the latest information about new variants and boosters. This work continues into 2024, with HCFA funding 10 local organizations to continue helping communities protect themselves against COVID-19, especially as new variants develop.

Thanks to generous funding from the MetroWest Health Foundation, HCFA is able to focus extra time and effort in the Framingham and Milford areas. HCFA's partnership with The Greater Framingham Community Church, Voices of the Community, the Brazilian American Center and many others has enabled ongoing communication and vaccination efforts in the area, making the MetroWest region a model for the rest of the state.



Health Justice Council

HCFA engages a diverse group of individual volunteers with a wide array of perspectives and experiences to sit on our Health Justice Council. The Council helps advance equity in the health care system and is a space for HCFA staff and Council members to develop strong relationships rooted in a shared commitment to health and racial justice. HCFA helps Council members sharpen their advocacy skills and identify opportunities to put them to use, providing trainings on the legislative process, the power of testimony to influence policy change and collecting consumer stories. Council members provide HCFA with their on-the-ground insights into their communities to ensure that our work reflects and is guided by those whom we strive to serve.

Community Engagement continued

HCFA's CBO Partner Work

HCFA believes that local CBOs know their communities best, so we center their involvement in health care campaigns across Massachusetts. HCFA is committed to ensuring CBOs are appropriately funded for their work and that they direct the local outreach efforts in their communities. In the last 12 months, HCFA awarded nearly \$3 million in 47 subgrants to our local partners. Though achieving long-term health outcomes will require sustained work conducted over many years, the efforts HCFA and our partners have undertaken in the last three years have already brought about improved short-term health outcomes.



HCFA's Current CBO Partners:

- African Community Economic Development of New England, *Boston****
- African Community Center of Lowell, *Lowell/Lawrence**
- Agencia Alpha, *Boston**
- AgeSpan, *Lawrence**
- American Refugee Council, Inc., *Lynn**
- Asian Women For Health, *Statewide***
- Authentic Caribbean Foundation, *Boston/Brockton/Springfield/Worcester****
- Brazilian American Center, *Framingham****
- Brazilian Women's Group, *Boston**
- Brockton Workers' Alliance, *Brockton**
- Cambodian Mutual Assistance Association, *Lowell**
- Cape Verdean Association of Brockton, Inc., *Brockton**
- Centro Comunitario de Trabajadores, *New Bedford**
- Chica Project, *Quincy***
- Chinese Progressive Association, *Boston/Malden/Quincy**
- Community Economic Development Center, *New Bedford**
- Community Health Awareness Network, *Worcester**
- DEAF, Inc., *Statewide**
- Disability Policy Consortium, *Statewide**
- Elder Services of Worcester Area, Inc., *Worcester**
- Everett Haitian Community Center, *Everett**
- Federation for Children with Special Needs, *Statewide**
- Greater Framingham Community Church, *Framingham**
- Greater Lynn Senior Services, *Lynn**
- Groundwork Lawrence, *Lawrence**
- Haitian Community Partners Foundation, *Brockton****
- Haitian Health Institute, Inc., *Malden**
- Highlands Coalition, Inc., *Lynn**
- Immigrants' Assistance Center, *Fall River/New Bedford**
- La Alianza Hispana, Inc., *Boston**
- La Colaborativa, *Chelsea/Revere**
- La Comunidad, Inc., *Everett/Revere**
- Making Opportunity Count, *Leominster/Fitchburg***
- Massachusetts Senior Action Council, *Statewide**
- Men of Color Health Awareness, *Springfield**
- Mystic Valley Elder Services, *Malden**
- NewVue Communities, *Leominster/Fitchburg***
- Next Leadership Development, *Boston**
- Olive in July, Inc., *Lawrence**
- Pine Street Inn, *Boston**
- Quincy Asian Resources, Inc., *Quincy**
- Southeast Asian Coalition of Central Massachusetts, Inc., *Worcester**
- Southeastern Massachusetts SER-Jobs For Progress, *Fall River**
- Stavros Center For Independent Living, Inc., *Springfield**
- The Learning Center for the Deaf, *Framingham***
- Tri-Valley, Inc., *Worcester**
- True Alliance Center, *Boston****

*Redetermination Campaign partner

**Vaccine Equity Initiative partner

***Partner in multiple campaigns



Policy Accomplishments



As we mark the halfway point of the 2023-2024 Massachusetts state legislative session, HCFA is pleased to have already secured several important legislative wins to help the people of the Commonwealth gain access to more affordable, accessible and equitable health care coverage.



Increasing Affordability

Every week, the HCFA HelpLine receives calls from people who earn just over 300% of the Federal Poverty Level (FPL), making them ineligible for subsidized health insurance coverage here in the Commonwealth. These individuals tell our HelpLine counselors about how unaffordable their health care coverage is and the stress it places on them and their families. Fortunately, the Massachusetts FY24 state budget included one of HCFA's top policy priorities: a pilot program to expand the state's enormously successful subsidized health insurance program, ConnectorCare. The two-year pilot expands eligibility for subsidized health coverage through the Health Connector to residents earning up to 500% FPL, about \$73,000 for an individual and \$150,000 for a family of four. These plans have lower monthly premiums, lower out-of-pocket costs and no deductibles. Beginning in January 2024, up to 70,000 people across the Commonwealth will have access to more affordable health coverage options.



Bolstering Oral Health

Last year, HCFA and our partners in the Oral Health Advocacy Taskforce (OHAT) successfully advocated for language in the FY23 budget to create a Special Legislative Commission on Oral Health and assess the oral health needs of underserved populations in the Commonwealth. Unfortunately, the FY23 budget did not include funding for the Department of Public Health (DPH) Office of Oral Health to conduct this work. This year, HCFA and OHAT helped secure \$300,000 in the FY24 budget for the DPH Office of Oral Health to support the Special Commission's work of conducting a statewide oral health needs assessment.

Protecting the ACA

A provision of the Affordable Care Act (ACA) that protects access to preventive services without cost sharing, including cancer screenings and chronic disease treatments, is under threat from legal challenges actively moving through the federal court system. In partnership with legislative leadership and key stakeholders, HCFA successfully advocated for language in the FY24 budget to codify protections for free preventive services into state law. Massachusetts residents will continue to have access to preventive services without cost-sharing, regardless of what happens in the federal court system.



HCFA Staff List 2023

- Amy Rosenthal, *Executive Director*
- Kerwin Amo, *Health Justice Organizer*
- Ashley Blackburn, *Director of Policy & Government Relations*
- Emma Boucher, *Program Associate*
- Grace Coughlin, *Policy & Project Coordinator*
- Suzanne Curry, *Director of Policy & Government Relations*
- Sandra DeSouza, *HelpLine Counselor*
- Annaise Foureau, *Chief of Staff*
- Hannah Frigand, *Director of HelpLine & Public Programs*
- Keila Goncalves, *HelpLine Counselor*
- Denise Hayes, *Senior HelpLine Counselor*
- Davis Jackson, *Communications & Development Associate*
- Grace Jurkovich, *Policy & Project Coordinator*
- Amanda Koffink, *HelpLine Counselor*
- Sabrina Lingeman, *Program Associate Team Lead*
- Ata Lopez, *HelpLine Counselor*
- Carrie Mead, *Senior Advisor*
- Kathy Melley, *Senior Advisor*
- Luby O'Connor, *Community Engagement Coordinator*
- Gracie Pajonk, *HR Consultant*
- Alex Sheff, *Director of Policy & Government Relations*
- Tamara Silien, *HelpLine Counselor*
- Carlos Solis, *Senior HelpLine Counselor*
- Alex Tappan, *Development Manager*
- Inika Vimal, *Program Associate*
- Jamila Xible, *Director of Community Engagement*



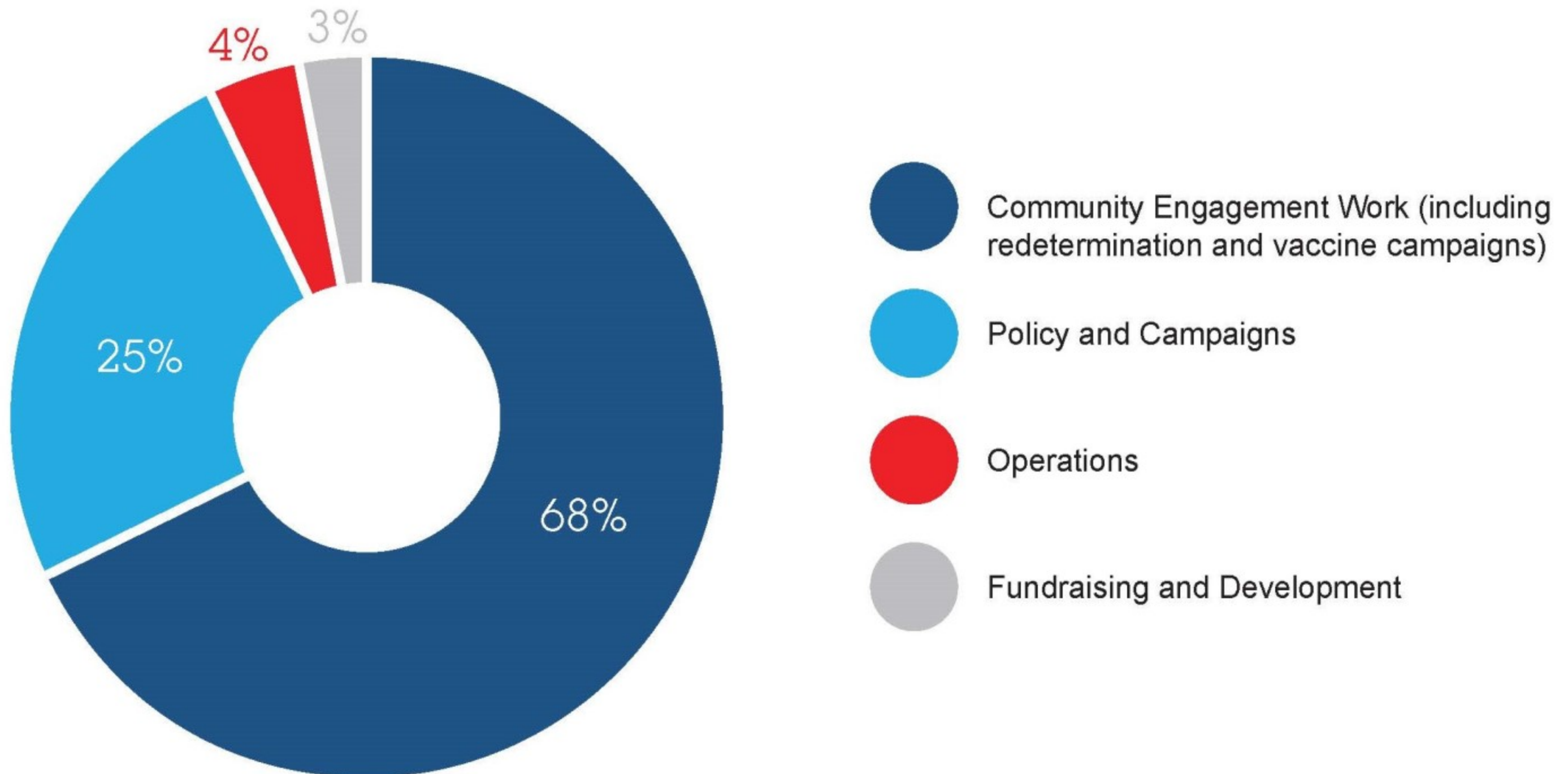
HCFA Board List 2023

- Trishan Panch, *President*
- Aaron Holman, *Vice President*
- Wanda Cordova, *Treasurer*
- Peggy Johnson, *Clerk*
- Dana Alas
- Ivette Arias
- Lori Abrams Berry
- Claire Cooper
- Marcia Hams
- Dennis Heaphy
- Tracey Lewis
- Dustin Schaefer
- Kate Segel
- Amie Shei
- Kim Shellenberger

2023

Financials

Health Care For All's total organizational expenses for FY23 were \$9,764,587. HCFA is a lean organization that operates conservatively to ensure philanthropic and grant dollars are spent on programmatic expenses.



Donors

\$25,000+

Action Now Initiative
Blue Cross Blue Shield of MA
Blue Cross Blue Shield of MA Foundation
Boston Children's Hospital
The Boston Foundation
CareQuest Institute of Oral Health
Commonwealth Care Alliance
Health Foundation of Central MA
Klarman Family Foundation
Mass General Brigham
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\$10,000 - \$24,999

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FOR THE PEOPLE 2024



HCFA
 Health Care For All
 MASSACHUSETTS

**Tuesday,
 April 2, 2024
 6:00 PM**

**Park Plaza Hotel
 50 Park Plaza,
 Boston, MA 02116**

Contact Alex Tappan at
 617-275-2982 or
atappan@hcfama.org
 for more information.

SAVE THE DATE!

If you or someone you know needs help accessing health care services in Massachusetts, call HCFA's free, consumer HelpLine at 800-272-4232.



Phone: 617.350.7279

HelpLine: 800.272.4232

hcfama.org



2023