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New Report: Oregon Health Care Recruitment Is Working

April Baer | January 18, 2012 | Portland, OR

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Oregon's efforts to get kids signed up for state-sponsored health care stand out among the states, according to a new study from the Kaiser Family Foundation. Many states are trying to streamline enrollment procedures to prepare for new federal health care laws that will take effect by 2014.

Tricia Brooks is with the Georgetown University Center for Children and Families. She co-wrote the Kaiser report. Brooks says Oregon got results with a marketing push to encourage people to register their children for the Healthy Kids program.

"Research shows people need multiple reminders or nudges. Seeing a billboard on a bus or ad in the paper or hearing an account on the radio starts to get you thinking," says Brooks. Brooks says doctors and nurses reinforced the message. And she credits the state for streamlining the enrollment process. She adds that all states will have to be diligent to ensure that the wave of new enrollment is matched by access to health care providers.

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