

**ATTACHMENT B: PROJECT NARRATIVE AND SCOPE OF WORK GUIDANCE**  
**(85 Points Possible)**

**I. ORGANIZATIONAL CAPACITY & ALIGNMENT (15 POINTS)**

**What reviewers are looking for:**

Can this organization deliver measurable enrollment, compliance support, and reporting outcomes?

**1. Mission, Experience, and Results**

Describe:

- Your mission and how it aligns with improving **Medicaid/Marketplace enrollment, retention, and consumer support**
- Experience providing:
  - Enrollment and reenrollment assistance
  - Post-enrollment support (e.g., renewals, reporting changes, documentation help)
- Evidence of past success using **measurable results**, such as:
  - Enrollment or renewal numbers
  - Reduction in coverage gaps or churn
  - Assistance with documentation or application completion

**2. Implementation Plan for This Grant**

Describe how you will:

- Deploy **Exchange Enrollment Facilitators (EEFs)** in community-based settings
- Provide:
  - **In-person assistance** (required priority)
  - Virtual/phone support (as a supplement)
- Expand or enhance services if funded
- Align activities directly to required outcomes:
  - Increased enrollment and reenrollment
  - Improved compliance with Medicaid requirements

- Reduced procedural terminations

Include:

- Number of EEFs and staffing plan
- Any other funding supporting similar work (to show coordination, not duplication)

### **3. Physical Presence & Access**

Describe:

- Where services will be provided (locations and counties)
- How you will ensure **accessible, in-person assistance**, especially for:
  - High-demand periods (e.g., Open Enrollment)
  - Walk-ins and community-based settings
- Partnerships that expand access points

## **II. SERVICE DELIVERY PLAN (30 POINTS)**

**What reviewers are looking for:**

Can the applicant directly produce the required outcomes and track them?

### **1. End-to-End Consumer Support (Pre, During, Post Enrollment)**

Describe your approach to:

- Helping consumers:
  - Start and complete applications
  - Submit required documentation
  - Resolve pending cases (DMIs, verifications)
- Providing **post-enrollment support**, including:
  - Reporting life changes
  - Renewals and redeterminations
  - Billing, tax reconciliation, and general coverage questions

### **2. Medicaid Community Engagement & Compliance Support**

Describe how you will:

- Educate consumers on **community engagement/work requirements**

- Help them:
  - Report qualifying activities (employment, training, etc.)
  - Submit required documentation
- Track and support:
  - Compliance activities
  - Prevention of coverage loss due to non-compliance

### **3. Outreach, Enrollment Growth & Impact**

Describe your plan to:

- Identify and engage:
  - Uninsured and underinsured individuals
- Conduct:
  - Outreach events and enrollment assistance
- Ensure success through:
  - Targeted strategies for hard-to-reach populations
- Track outcomes, including:
  - Number of individuals assisted
  - Applications submitted and completed
  - Successful enrollments and renewals

### **4. Rural & Hard-to-Reach Access**

Describe:

- Nevada counties served, including rural areas
- Willingness and ability to travel (≥55-mile radius or more)
- Strategies to reach populations with limited access to services

## **III. COMMUNITY FOCUS (15 POINTS)**

**What reviewers are looking for:**

Can the applicant effectively reach priority populations and reduce disparities?

### **1. Community Partnerships**

Describe:

- Key partners supporting outreach, enrollment, and education
- How partnerships will:
  - Increase reach
  - Improve enrollment outcomes
- Include **letters of support:** One (1) or more letters of support from current community partners, demonstrating past collaboration experience and how your organizations plan to work together under this funding opportunity to improve health coverage for Nevadans.

## **2. Serving Priority & Underserved Populations**

Describe:

- Populations you will serve (include estimates)
- Strategies to:
  - Reduce barriers to enrollment and retention
  - Improve health insurance literacy
- Experience serving:
  - Vulnerable, underserved, and hard-to-reach groups

## **3. Culturally & Linguistically Appropriate Services**

Describe how you will:

- Provide accessible, culturally competent services
- Ensure EEFs are trained to support diverse populations
- Expand services where gaps exist

## **IV. PERFORMANCE METRICS & REPORTING (15 POINTS)**

**What reviewers are looking for:**

Can the applicant track, report, and improve performance tied to deliverables?

### **1. Data Tracking & Metrics**

Describe systems to track and report:

**Required metrics (must align with NOFO):**

- Number of consumers assisted
- Enrollment and reenrollment numbers
- Renewal success rates
- Documentation/pending case resolution
- Community engagement education and reporting support
- Post-enrollment assistance activities

## **2. Reporting & Continuous Improvement**

Describe your ability to:

- Submit **monthly reports** including:
  - Activities
  - Outcomes
  - Barriers
- Use data to:
  - Improve performance
  - Address gaps (e.g., churn, procedural terminations)

## **3. Data Privacy & Security**

Describe how you:

- Protect **personally identifiable and health information**
- Ensure compliance with all applicable laws and grant requirements

## **V. STAFFING, TRAINING & GRANT MANAGEMENT (10 POINTS)**

**What reviewers are looking for:**

Can the organization staff, train, and manage this program effectively?

### **1. Staffing Training Plan**

Include:

- Number of EEFs funded by the grant
- Roles and responsibilities

Describe:

- Ability to comply with EEF onboarding and certification process
- Training on:
  - Medicaid/Marketplace policies
  - Community engagement requirements

### **3. Grant & Financial Management**

Describe:

- Experience managing grants and budgets
- Systems to:
  - Stay within budget
  - Track deliverables and outcomes
- Participation in:
  - NVHA trainings and technical assistance (required)