Washington State Health Care Authority

Enrollment specialists

Getting help with health care coverage

Enrolling in health care coverage can be difficult, but there are several options for one-on-one assistance. This fact sheet lists the different types of enrollment specialists who are trained to help residents find their way to health care coverage through the Washington Healthplanfinder™ application portal. These trusted messengers are trained to help individuals manage their health care coverage, including Apple Health (Medicaid).

For more information, view the Getting help with health care coverage fact sheet.



Navigators

Navigators provide personalized in-person assistance to consumers who need support learning about and applying for Apple Health and other health care coverage. The Washington Health Benefit Exchange (the Exchange) trains navigators to enter information into Washington Healthplanfinder™, find out more about Apple Health, and review insurance plans.

Navigators are a part of regional lead organizations across the state. Learn more online.

Assisters

Assisters are volunteers affiliated with a community-based organization who help individuals in their community enroll in Apple Health through Washington Healthplanfinder™. Assisters are required to pass a Health Care Authority (HCA) seven-part training in Apple Health eligibility and how to process applications in Washington Healthplanfinder™ prior to working directly with clients.

Washington State Health Care Authority

Apple Health Community Connectors

Apple Health Community Connectors are volunteers who help their community understand changes coming to Apple Health coverage and what actions they need to take. Community Connectors can be providers, health care facilities, community leaders, or any trusted community partner.

HCA will provide Community Connectors with tools to help reach their community or patients wherever they may engage the delivery system. Community Connectors do not have to participate in formal training and cannot assist with enrollment.

View the Supporting clients with changes to Apple Health webpage for more information.

Sign up for email updates to stay up to date on this new program.

Community-based eligibility specialists

HCA Medical assistance specialists are in community-based facilities across the state and available to applicants, enrollees, and providers to answer questions related to eligibility rules for the family, children, pregnant individuals, and adult Apple Health programs.

Comparison table

This table provides a high-level overview of each role and program.

	Navigators	Assisters	Community-based eligibility specialists
Agency	The Exchange	HCA	HCA
How to find them	Find a navigator	Located at community-based organizations across the state.	Find a community-based specialist
Population(s) served	• Apple Health applicants and clients • Qualified health plan applicants and enrollees	• Apple Health applicants and clients	• Apple Health applicants and clients
How clients get help	• Online • In-person • Phone	• In-person	• In-person • Phone • Email
Who can participate	Lead organizations enrolled with the Exchange	Community partners affiliated with a community-based organization in Washington State.	HCA staff