

# FIVE WAYS THE AFFORDABLE CARE ACT HELPS IMPROVE LGBT HEALTH

DATA  
COLLECTION

NON-  
DISCRIMINATION  
PROTECTIONS

PREVENTION  
AND  
WELLNESS

INSURANCE  
MARKET  
REFORMS

NEW  
COVERAGE  
OPTIONS

## STRATEGIES FOR ENROLLING LGBT PEOPLE IN COVERAGE UNDER THE AFFORDABLE CARE ACT



### IN THE HEALTH CENTER

Attract LGBT people into your health center.

Create a welcoming environment for LGBT patients at your health center.

Train front desk and program staff to work with LGBT community members and their families.

Connect patients to patient service staff who can enroll them in coverage.

Consider using patient surveys and program evaluation forms to give LGBT individuals the option of identifying themselves as lesbian, gay, bisexual, and/or transgender.

### OUTSIDE THE HEALTH CENTER



Reach LGBT people where they already go for social support, services, and goods.



Use mobile technology to enroll on-site.



Advertise in the local LGBT press and develop communications strategies that incorporate new media.



Connect people to care at your health center.