
Exploring the Health-Wealth Connection: Health Insurance as an Asset Building Strategy

**Asset Support Center (ASC)
Webinar Series**

September 30th, 2009
10:00-11:30 a.m. PST
www.assetpolicy.org/asc



Attendee Control Panel Overview

- Please type in your **CHAT** box to let Siobhan, organizer, know if you experience technical difficulties at any point during the webinar. She may be able to assist you, or she will resend the GoToWebinar technical assistance phone number for further help to your chat box (see below).
- Please use the **QUESTION** box to submit typed questions for the panelists throughout the webinar; selected questions will be read aloud by Heather McCulloch, webinar moderator, and answered verbally during the Q/A session.

Attendee Phone Call In: 916-233-3089

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Webinar ID: 298-498-851

Heather McCulloch, ASC Managing Director/Webinar Moderator

Overview of Asset Support Center

ASC is a regional initiative to expand asset-building opportunities for low- and moderate-income residents of Bay Area communities

ASC Services

- Searchable database of asset-building services (www.assetpolicy.org/asc)
- Pro bono technical assistance
- Convenings and webinars

Webinar Agenda

- Introduction 10:00 – 10:15
 - Moderator: Heather McCulloch, Director/ASC

- Presentations 10:15-10:45
 - Bobbie Wunsch, Pacific Health Consulting Group
 - Suzie Shupe, California Children's Health Initiatives
 - Lisa Forti, Urban Strategies Council

- Questions and Answers 10:45-11:30
 - Heather McCulloch/moderator will accept written questions from attendees as panelists present and will read aloud to presenters during Q/A.

Asset Building Movement

- The asset-building field includes an array of strategies and policies to build the long-term economic security of low-income families
- Movement began with focus on one strategy, Individual Development Accounts (IDAs).
- Now includes a full range of strategies to help families access financial education and services, save, invest and preserve financial assets.

Health Insurance and Asset Building

- Families without health insurance are an illness away from asset poverty as medical bills can quickly consume a lifetime of savings.
- Health insurance has long been seen as part of the continuum of strategies that help families build – and preserve – their long-term financial security.
- But asset-building organizations don't typically focus on health insurance coverage.

Briefing Paper Overview

- Briefing paper prepared as backgrounder for webinar (available at www.assetpolicy.org);
- Meant as resource for Bay Area asset-building practitioners;
- Provides basic overview of infrastructure of programs and services;
- Describes network of providers and advocates working on health insurance coverage at county and state levels;
- Appendix includes county-by-county detail.

Key Questions

Key questions to be addressed:

- Why should asset-building stakeholders care about health insurance coverage?
- What is the “landscape” of health insurance programs and players at the county and state levels?
- How can asset-building practitioners connect their clients to affordable and appropriate coverage?
- What value do asset-building advocates add to local and state advocacy efforts?

Panelists

- Bobbie Wunsch, Pacific Health Consulting Group
- Suzie Shupe, California Children's Health Initiatives
- Lisa Forti, Urban Strategies Council/Alameda County Community Asset Network

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ASC Webinar Panelist

Bobbie Wunsch

Principal

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Question and Answer Session

- **Bobbie Wunsch, Pacific Health Consulting Group**
- **Suzie Shupe, California Children's Health Initiatives**
- **Lisa Forti, Urban Strategies Council**

Please open the question box in your control panel to type your questions to Heather McCulloch, ASC webinar moderator.

Heather will select questions to ask Bobbie, Suzie and Lisa verbally during this Question and Answer Session.



Exploring the Health-Wealth Connection: Health Insurance as an Asset Building Strategy

The presentation powerpoints are now posted on the ASC website: www.assetpolicy.org/asc

Please fill out our survey that will arrive in your inbox or will appear on your screen.

Your feedback is greatly valued by ASC!



The webinar has now concluded.

Thank You.
