



July 10, 2015

Champions for Coverage:

Summer is in full swing and CMS is busy preparing for the next Open Enrollment Period! This issue has lots of updates for the Marketplace including new webinars, guidance, data, and recently posted outreach materials.

- I. New: Consumer-Facing Outreach Materials from CMS
- II. New: Connecting Kids to Coverage National Campaign Invites You to Attend a Webinar: Conducting Culturally Competent Outreach and Enrollment
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[NEW/UPDATED CONTENT AND WEBINARS](#)

New: Consumer-Facing Outreach Materials from CMS

Check out these recently-released CMS outreach materials as you plan your outreach strategy for next year and continue participating in activities throughout the summer! Assisters interested in ordering CMS publications should visit the [CMS Product Ordering website](#).

Promotional Materials

- [Share Your Story Postcard](#)
- [Need Health Insurance 5x7 Card](#)

- [Get Coverage for 2016 Flyer](#)
- [Key Dates for the Health Insurance Marketplace Flyer](#)
- [Health Insurance Marketplace – List of Online Resources Flyer](#)

Educational Materials

- [The Value of Health Insurance – 5 things to know \(Explanatory brochure\)](#)
- [The Health Insurance Marketplace – 5 things you can do to get ready to enroll \(Explanatory brochure\)](#)
- [Using your Marketplace coverage: find a doctor and prepare for your first visit \(HHS Blog on Preventive Care\)](#)

New: Connecting Kids to Coverage National Campaign Invites You to Attend a Webinar: Conducting Culturally Competent Outreach and Enrollment

Date: July 21, 2015

Time: 3:00 – 4:30 p.m. EDT

Register: <https://attendeegotowebinar.com/register/8263422887066112769>

Successfully enrolling diverse populations in Medicaid and the Children’s Health Insurance Program (CHIP) begins with a commitment to understanding how to work with people with varying cultural backgrounds, effectively and with sensitivity. This webinar will provide an overview of what “cultural competence” means and how to incorporate cultural competence principles into our outreach and enrollment work. Presenters will share strategies for working with diverse communities and highlight effective on-the-ground enrollment practices.

Invited speakers:

- CMS Office of Minority Health
- Asian & Pacific Islander American Health Forum
- Indian Health Care Resource Center of Tulsa

New: Registration is Open for the 2015 CMS National Training Program (NTP) Workshops

The CMS NTP is hosting 5 national workshops for CMS’ partners and stakeholders who help people make informed health care decisions, and trainers who train others about the Medicare and Medicaid programs.

You are welcome to register for any of the 2015 workshops. Please click on the link to view the agenda and register for a workshop.

Register Below:

Baltimore, MD August 5-6, 2015

(<http://www.seiservices.com/CMS2015/Workshop.aspx?workshopid=2>)

St. Louis, MO August 10-11 2015

(<http://www.seiservices.com/CMS2015/Workshop.aspx?workshopid=4>)

Dallas, TX August 18-19, 2015

(<http://www.seiservices.com/CMS2015/Workshop.aspx?workshopid=3>)

Garden Grove, CA August 25-26, 2015

(<http://www.seiservices.com/CMS2015/Workshop.aspx?workshopid=5>)

Freeport, ME September 1-2, 2015

(<http://www.seiservices.com/CMS2015/Workshop.aspx?workshopid=1>)

Reminder: Champion Webinar Recording:

Your Money Your Goals: Managing your Finances and Healthcare Costs

The Consumer Financial Protection Bureau will provide an overview and primer of key topics in its *Your Money, Your Goals* toolkit. The toolkit includes topics that may be helpful to individuals and families as they enroll in health insurance plans. These simple and easy to use tools are free, written in plain language, and in English and Spanish. Tools on cash flow budgeting, emergency savings, and options for paying new expenses—such as insurance premiums, co-pays, deductibles, out of pocket costs, dental and vision may help newly enrolled individuals and families plan for monthly premiums and other health care costs.

Panel: Facilitated by Denise DeVaan, Senior Consultant, ICF International

- Daniel Dodd-Ramirez, Assistant Director of the CFPB for the Office of Financial Empowerment, Consumer Financial Protection Bureau
- Denise Cole, ACA Administrative Coordinator, City of Houston, Texas
- Randy George, Director of Training and Program Development, Community HealthCorps, National Association of Community Health Centers.

To access the recording, visit: <http://www.cms.gov/Outreach-and-Education/Outreach/Partnerships/ChampionsForCoverage.html>

Reminder: HHS Partnership Center Webinars

The HHS Partnership Center continues to host a series of webinars for faith and community leaders. All webinars are open to the public and include a question and answer session where you can ask HHS staff any questions you may have.

To participate in one of the webinars, please select your preferred topic from the list below and submit the necessary information.

New Graduates and Healthcare: Learn Your Options!

Graduating from college is an exciting step towards becoming independent. Yet many young adults don't think about one other important step – having health insurance. Health insurance is very affordable for many people, often less than \$100 a month, as a result of the Affordable Care Act. Many young adults are just one car accident or sports injury away from an expensive health care bill and potential bankruptcy. Join us for a free webinar to learn more about health insurance options for new graduates. A question and answer period will take place at the end of the webinar.

[July 29 at 2:00 pm EDT](#)

(1:00 pm CDT, Noon MDT, 11:00 am PDT)

[August 26 at 2:00 pm EDT](#)

(1:00 pm CDT, Noon MDT, 11:00 am PDT)

Got Coverage? Next Steps in Using Your Health Insurance

Many people now have health insurance but may not know how to use it. This webinar will discuss how to read your insurance card, how to find a doctor, what you need to know in making an appointment and what to do in case you have a health emergency. Key terms will be discussed as well as recommended health screenings. We will highlight the [Coverage to Care](#) materials on health insurance literacy during the webinar. We will also discuss how faith and other community-based organizations are using these tools to help those in their congregations and communities.

[August 25 at 3:00 pm EDT](#)

(2:00 pm CDT, 1:00 pm MDT, Noon PDT)

[September 22 at 3:00 pm ET](#)

(2:00 pm CDT, 1:00 pm MDT, Noon PDT)

Special Enrollment Periods and Resources for the Uninsured

Individuals and families can enroll in the Health Insurance Marketplace during special enrollment periods if they experience certain circumstances. Special Enrollment Period circumstances include graduating from college and losing health insurance, getting married or divorced or having a baby, losing employer insurance or turning 26 and losing coverage on a parent's health plan. Join this webinar to learn more about special enrollment periods and how

to enroll in the Health Insurance Marketplace. For those who are uninsured and don't qualify for the special enrollment period, learn what resources are available and when to enroll in the Health Insurance Marketplace.

[August 5 at 2:00 pm EDT](#)

(1:00 pm CT, Noon MT, 11:00 am PT)

[September 29 at 3:00 pm ET](#)

(2:00 pm CDT, 1:00 pm MDT, Noon PDT)

NEWS AND UPDATES

New: Issuer Renewal and Discontinuation Notices Guidance

This week, the Centers for Medicare & Medicaid Services (CMS) released guidance to support a smooth process for re-enrollment of consumers in 2016 individual market coverage. Based on the guidance being released, consumers whose individual market product is being discontinued by their issuer at the end of 2015 will generally receive notice of their coverage options closer to the start of the 2016 open enrollment period, when they will be able to take prompt action to shop for new coverage, rather than 90 days before their coverage ends.

In addition, the guidance will also announce that CMS does not anticipate making changes to the Federal standard notices of product discontinuation and renewal that were released in September 2014 for product discontinuations or renewals in connection with policy years ending on or before December 30, 2016.

Click here for additional information: <https://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/Guidance-on-Notices-of-Product-Discontinuation-and-Renewal-for-the-2016-Coverage-Year.pdf>

New: County-Level Data Released

Last week, HHS released a new dataset that provides the total number of Qualified Health Plan (QHP) selections by county for the 37 states that use the HealthCare.gov platform* for the Marketplace Open Enrollment Period from November 15, 2014 through February 15, 2015, including the special enrollment period (SEP) through February 22, 2015.

The 8.8 million plan selections for these 37 states were tabulated by county according to the home address provided by each Marketplace applicant. Data for county metrics with 10 or fewer plan selections are not included due to privacy concerns. A total of 2,598 counties from the 37 states are listed in the table, which account for 8.8 million plan selections.

Note that the plan selections among counties within a state may not add up to state-level totals provided in the [summary enrollment report](#) that we featured in the June 10, 2015 assister newsletter. This is because county-level data does not appear for counties with 10 or fewer plan selections, therefore the dataset does not include all plan selections within each state.

- [Click here to read more](#), and for a link that will allow you to download the data set.

*These states include those that are part of the Federally-facilitated Marketplace, State Partnership Marketplaces and supported State-based Marketplaces. The dataset does not include plan selections from the District of Columbia and 13 states that have State-based Marketplaces.

New: Fast Facts on Assisting Consumers who are Immigrants

Many immigrants are eligible for health coverage through the Health Insurance Marketplace (Marketplace) or through Medicaid or the Children’s Health Insurance Program (CHIP). Assisters helping immigrant applicants enroll in new health coverage must:

- be aware of Federal and state rules that affect these consumers’ eligibility for coverage options;
- understand the application and enrollment process; and
- be able to provide assistance that is culturally and linguistically appropriate.

This new “Fast Facts” sheet will help assisters to learn about and meet these requirements.

- [Click here](#) to view this “Fast Facts” sheet, and [click here](#) to view it along with other resources on assisting diverse communities.

SMALL BUSINESS HEALTH OPTIONS PROGRAM (SHOP)

New: SHOP Marketplace Notices for Employers, Employees, and Enrollees

This November, the Small Business Health Options Program (SHOP) Marketplace will send notices to participating employers, employees, and enrollees. Notices that go to employers will inform them of steps they must take to renew their SHOP coverage to continue to offer it to their employees, or that their group enrollment in SHOP is ending and what other coverage options may be available. Notices that go to employees and other plan enrollees will inform them of the steps they must take to renew their offer of coverage through SHOP to maintain it, or will inform them that their offer of coverage is ending and what other coverage options may be available. Further details on these notices’ contents are below.

As an assister, it may be helpful to have a basic understanding of the SHOP notices. This will allow you to be prepared if you are approached for assistance by employees who receive an

offer of coverage from their employer through SHOP or by employers who have offered SHOP coverage. You can also learn about SHOP [here on HealthCare.gov](http://www.HealthCare.gov).

Note that issuers are still required to send renewal and discontinuation notices, and employers and employees should expect to get these notices from the issuer, not the Marketplace. Renewal notices include information about premiums, changes to the plan, and information about other health coverage options. The notices of discontinuation include a statement that the coverage is being discontinued and information about other health coverage options.

The new 2016 SHOP Marketplace notices include:

1. FF-SHOP Annual Election Notice to Employers – This notice will go to employers that offered their employees coverage through the SHOP Marketplace in 2015. It explains that these employers must renew or modify the coverage they offer if they want to continue to offer their employees coverage through the SHOP Marketplace for the 2016 plan year.
2. FF-SHOP Employee Annual Enrollment Period Notice – This notice will go to employees whose employer has decided to offer them SHOP Marketplace coverage in 2016 and who had coverage through the SHOP Marketplace for the 2015 plan year. It explains that employees must respond to their employer's offer of coverage by a certain date if they want to re-enroll in their employer's offer of coverage. The notice also informs employees that they may be able to choose a new plan during their employer's Annual Enrollment Period and add or drop dependents to their coverage.
3. FF-SHOP Employer Termination Notice – This notice will go to employers whose group enrollment through the SHOP Marketplace is ending. In some cases, employers can keep their group's coverage, even if the group's SHOP enrollment is ending. This notice tells employers how to get information on whether their group coverage will continue and what their employees' other coverage options are if the coverage does not continue.
4. The FF SHOP Enrollee Termination Notice will go out to the enrollees in SHOP Marketplace plans whose employer's Marketplace plan is ending to inform them that their enrollment through the SHOP Marketplace is ending. This notice provides information on other coverage options, when consumers can enroll in that other coverage, and the tax consequences for not signing up for other coverage.

FF-SHOP Aging-Off Notice – This notice will go to young adults enrolled as dependents on a parent's SHOP Marketplace plan who may be aging off the plan. It will go out 90 days before the dependent ages off the plan, and it informs the dependent that his or her coverage will end either when the dependent reaches the plan's maximum child dependent age or when his or her coverage would end if he or she chooses to enroll in continuation coverage. These enrollees will get another notice when their coverage ends to inform them that their coverage has ended, what their other coverage options may be (including Marketplace coverage), and the tax consequences of not signing up for other coverage

Reminder: SHOP Summer Webinars

SBA, CMS and Small Business Majority will host free Affordable Care Act 101 webinars so small business owners can learn the basics of the Affordable Care Act and how they can enroll in health insurance marketplaces. Join us every other Thursday at 2 PM ET.

- July 30: [Click to Register](#)
- August 6: [Click to Register](#)
- August 20: [Click to Register](#)

Join us for the Affordable Care Act 101 webinars in Spanish once a month on Tuesdays at 4 PM ET.

- July 14: [Click to Register](#)
- August 11: [Click to Register](#)

SOCIAL MEDIA

Reminder: Medicare and Medicaid 50th Anniversary Count Down

On July 30, 1965, President Lyndon B. Johnson signed into law legislation that established the Medicare and Medicaid programs. For 50 years, these 2 programs have been protecting the health and well-being of millions of American families, saving lives, and improving the economic security of our nation.

CMS is taking part in numerous activities over the next month to celebrate these two important programs, including an active social media push. On June 11th, CMS started our 50-day countdown to July 30th, the day Medicare and Medicaid programs were signed into law. Each day we'll tweet an important fact about Medicare and/or Medicaid.

We are encouraging our partners to join in and share these great facts! You can go to <https://twitter.com/CMSGov> and retweet each day's tweet on the 50 facts in 50 days.

We want to hear from you! Whether you retweet or write your own, let us know how you are sharing the 50th Anniversary message on social media by emailing Partnership@cms.hhs.gov.

HHS BLOG POSTS ABOUT THE AFFORDABLE CARE ACT AND HEALTHCARE.GOV

Blog post from Thursday, July 2

Title: Update on SHOP Marketplaces for Small Businesses

Link: <http://blog.cms.gov/2015/07/02/update-on-shop-marketplaces-for-small-businesses/>

Blog post from Wednesday, July 1

Title: Having a major life event? You may qualify for a Special Enrollment Period

Link: <https://www.healthcare.gov/blog/major-life-event-special-enrollment-period/>

Blog post from Friday, June 26

Title: 5 questions to ask about your new doctor

Link: <https://www.healthcare.gov/blog/choosing-a-doctor/>

WHITE HOUSE UPDATES ABOUT THE AFFORDABLE CARE ACT AND HEALTHCARE.GOV

Blog post from Wednesday, July 1

Title: Kelly Wrote the President About Health Reform -- Today, She's With Him in Nashville.

Link: <https://www.whitehouse.gov/blog/2015/07/01/kelly-wrote-president-about-health-reform-today-shes-him-nashville>

Blog post from Saturday, June 27

Title: Weekly Address: The Affordable Care Act Is Here to Stay

Link: <https://www.whitehouse.gov/blog/2015/06/27/weekly-address-affordable-care-act-here-stay>

Blog post from Friday, June 26

Title: West Wing Week: 06/26/15 or, "This Is Healthcare In America"

Link: <https://www.whitehouse.gov/blog/2015/06/26/west-wing-week-062615-or-healthcare-america>

-CMS Office of Communications, Partner Relations Group