



November 14, 2014

Champions for Coverage:

Tomorrow is the big day that we have all been waiting for: the opening of the 2015 Marketplace Open Enrollment Season! CMS is very appreciative of the work you have already done to prepare and we know how hard you will work over the coming 90 days. We are looking forward to Open Enrollment and want to make sure you have all the necessary resources. We have a full issue with updates, resources, announcements, and our new section of weekly social media pushes.

Don't forget, we want to hear from you! Please share your Marketplace success stories of education, outreach and/or enrollment in your communities by emailing us at [Champion@cms.hhs.gov](mailto:Champion@cms.hhs.gov). Sharing best practices from the field will help each organization further their education goals and we might even ask you to present on Webinar.

## **NEW/UPDATED CONTENT AND WEBINARS**

### **Upcoming Champion Webinar: Topic- TBD**

Please hold the date for our next Champion webinar, December 3, 2014. The Topic will be announced in a future Champion Update. Please email us with any specific questions or resources that you would like us to cover. You can submit questions in advance to [Champion@cms.hhs.gov](mailto:Champion@cms.hhs.gov).

When: Wednesday, December 03, 2014 at 2:00 p.m. ET  
How: Webinar link: TBD  
Participant Number: TBD  
Conference ID: TBD

## Health Insurance Marketplace offers tool to help consumers review their plan options for 2015

Beginning this week, as discussed on today's supplemental webinar, consumers can visit the HealthCare.gov window shopping tool to review information on health insurance plans offered in their area, including information on covered benefits and physician and hospital networks. There are more plans on the market this year than there were last year. After answering a few questions, such as place of residence and family size, consumers can compare plans and get an estimate on how much financial assistance they may qualify for before submitting an application.

- This year consumers are able to email, share a link to a plan, and print information so they can review options when and where it's convenient for them.
- Window shopping has been optimized for smart phone and tablet use.
- Premium estimates are more accurate thanks to more robust data. For example, tobacco rates are included in the tool.
- It's important that current Marketplace enrollees also review new plan options. Every year insurance companies make changes to premiums, cost-sharing and benefits; also, new plans are being offered in 2015.

To preview plans in your area, visit: <https://www.healthcare.gov/see-plans/>.

To view the press release on the window shopping tool, visit: <http://cms.gov/Newsroom/MediaReleaseDatabase/Press-releases/2014-Press-releases-items/2014-11-09.html>.

### 5 Easy Ways To Get Ready

This weekend, you'll be able to sign up for 2015 health coverage through the Marketplace. Open Enrollment begins on November 15th this year.

Here are 5 ways you can get ready right now:

- [Download this checklist](#) to make sure you have all the documents you'll need.
- Find out if you could [qualify for premium tax credits and other savings](#) this year.
- See new [2015 Marketplace plans and prices](#) before you apply.
- [Find someone in your community](#) who can sit down with you to answer your questions before you fill out an application.
- [Sign up for text message alerts](#). We'll send you updates and reminders so you don't miss important deadlines.

Millions of Americans are already benefiting from Marketplace coverage. We want to make sure you join them.

## 2015 Widgets

We encourage you to place these on your website or signature line of your email. Help spread the word!

<https://marketplace.cms.gov/outreach-and-education/mp-badges-english.html>

<https://marketplace.cms.gov/outreach-and-education/mp-badges-spanish.html>

## 2014-2015 CMS Training Division Marketplace Webinar Schedule

The CMS Division of Training will host a series of Marketplace webinars. Please join the webinars for an update on the key Marketplace topics. The webinar audio will be delivered through your pc speakers. Please log onto the webinar 5-10 minutes ahead of the start time to check the volume level.

Date	Time	Webinar Topic	Webinar URL
November 19	2:00 – 3:00 pm ET	Marketplace Open Enrollment	<a href="https://goto.webcasts.com/starthere.jsp?ei=1047565">https://goto.webcasts.com/starthere.jsp?ei=1047565</a>
December 17	2:00 – 3:00 pm ET	Getting Ready for Tax Season	<a href="https://goto.webcasts.com/starthere.jsp?ei=1047945">https://goto.webcasts.com/starthere.jsp?ei=1047945</a>
January 7	2:00 – 3:00 pm ET	Marketplace 101	<a href="https://goto.webcasts.com/starthere.jsp?ei=1047946">https://goto.webcasts.com/starthere.jsp?ei=1047946</a>
January 14	2:00 – 3:00 pm ET	Getting Ready for Tax Season	<a href="https://goto.webcasts.com/starthere.jsp?ei=1047948">https://goto.webcasts.com/starthere.jsp?ei=1047948</a>
January 28	2:00 – 3:00 pm ET	Marketplace Eligibility Appeals	<a href="https://goto.webcasts.com/starthere.jsp?ei=1047950">https://goto.webcasts.com/starthere.jsp?ei=1047950</a>

### The Connecting Kids to Coverage Webinar: Reaching Eligible Families through Community Partners

When: Thursday, December 11, 2014 2:00 p.m. – 3:30 p.m. EST

Low-income families often rely on trusted community organizations for help applying for valuable benefits like the Earned Income Tax Credit, nutrition assistance and home energy assistance. Partnering with such programs can help you extend the reach of your Medicaid and CHIP outreach and enrollment efforts. Join us on Thursday, December 11, at 2:00 p.m. EST for the next Connecting Kids to Coverage National Campaign webinar to learn more about potential partnerships and strategies to reach and enroll more eligible children and parents in Medicaid and CHIP.

[Register Here](#)

## 2015 Paper Applications

All consumers applying for 2015 coverage should use the updated 2015 application, as it captures all of the information needed for the Marketplace to make an accurate eligibility determination. Remember, the Marketplace prefers to receive online or phone applications because of the system's ability to give real-time eligibility determinations. However, we understand that some individuals may have barriers that prevent them from submitting applications online or by phone and prefer to use the paper application.

CMS recently posted the revised paper application for 2015 coverage on the [Marketplace.CMS.gov](https://marketplace.cms.gov) website and you can view the forms here:  
<https://marketplace.cms.gov/applications-and-forms/applications-and-forms.html>

There are different forms that consumers should fill out depending on their situation. You can find all updated forms and instructions on the [Marketplace.CMS.gov](https://marketplace.cms.gov) website using the following links:

- [Individual short form](#)
- [Individual short form instructions](#)
- Individual short form instructions in large print  
[English](#)  
[Spanish](#)
- [Individual without financial assistance](#)
- [Individual without financial assistance instructions](#)
- Family  
[English](#)  
[Spanish](#)
- Family instructions  
[English](#)  
[Spanish](#)  
[Extra person pages](#)

**The 2015 versions of the family application job aids in other languages will be posted on Marketplace.CMS.gov soon.**

### **Korean Language Marketplace 101 Videos:**

We've launched two videos on YouTube in the Korean language targeting uninsured Koreans living in the US. We hope these videos will help Korean Americans learn more about the Marketplace.

**English Title: Health Insurance Marketplace Literacy**

Korean Title: 마켓플레이스 의료보험 이해력

URL: <http://youtu.be/OnGtrZRYRvE>

**English Title: Health Insurance Marketplace 101**

Korean Title: 마켓플레이스 의료보험이란?

URL: <http://youtu.be/glPwvruSrao>

**NEWS AND UPDATES****Associated Press: HealthCare.gov gets cybersecurity upgrades**

WASHINGTON (AP) — Officials say HealthCare.gov has gotten cybersecurity upgrades ahead of a Nov. 15 start for the second open enrollment season under President Barack Obama's health care law.

Andy Slavitt, overseeing the complex technology, says the facility that hosts HealthCare.gov is now certified to meet the highest government standards for cloud computing. Cloud operations use large networks of machines in different locations to handle data.

HealthCare.gov is also conducting daily security scans and weekly so-called "white-hat" hacking attempts that simulate real attacks. The Homeland Security department is also helping to bolster HealthCare.gov's detection and defense.

The federal marketplace for subsidized private health insurance will serve 38 states this year. Cybersecurity is getting scrutiny from critics as well. Last year's chaotic debut of the program did not allow time to complete security testing.

**Know Your Rights – A Guide for Consumers Navigating Health Care**

The HHS Office for Civil Rights (OCR) helps consumers understand their civil rights and right to the privacy of their health information. OCR has recently posted a resource to help you communicate this important information to consumers.

- To view the resource, use this link: <https://marketplace.cms.gov/technical-assistance-resources/ocr-know-your-rights.pdf>

## **CMS awards \$3.9 million to improve access to quality health care services for American Indian and Alaska Native Children**

The Centers for Medicare & Medicaid Services (CMS) today awarded \$3.9 million for outreach and enrollment efforts aimed at American Indian and Alaska Native children eligible for Medicaid and the Children's Health Insurance Program (CHIP). The grant awards will fund activities to engage schools and tribal agencies in Medicaid and CHIP outreach and enrollment activities.

CMS awarded grant funds to health programs operated by the Indian Health Services, tribes, tribal organizations and urban Indian organizations located in seven states: Alaska, Arizona, California, Mississippi, Montana, New Mexico and Oklahoma.

The full press release can be found here:

<http://www.cms.gov/Newsroom/MediaReleaseDatabase/Press-releases/2014-Press-releases-items/2014-11-12.html>

## **Experian New Language Support for ID Proofing**

The identity proofing process is one of the key components of applying for coverage through the Marketplace. To enhance this process for consumers, CMS has expanded Experian's call center support to provide assistance in over 200 languages for this upcoming Open Enrollment period.

This expansion of language services allows limited English proficient consumers who are unsuccessful in completing the on-line, remote identity proofing process and are referred to the Experian call center for phone-based ID proofing the ability to request a language interpreter who will be able to assist them in their native language. The Experian call center will continue to support both State-based Marketplaces and the Federal Marketplace, including State Partnership Marketplaces, with the phone-based ID proofing process. This enhancement is part of our ongoing effort to improve the consumer experience when enrolling in quality, affordable coverage.

## **EMPLOYER AND SHOP INFORMATION**

### **Affordable Care Act 101 Webinars for Small Employers**

Health care continues to be an important issue for small business owners. The Small Business Administration, Department of Health and Human Services, and Small Business Majority are committed to helping businesses navigate the changes and opportunities in health care through the Affordable Care Act 101 webinar series.

Each week, small business owners can learn the basics of the Affordable Care Act and how they can enroll in small business health insurance marketplaces. Other topics discussed include insurance reforms, the small business health care tax credit, and employer shared responsibility provisions. SBA and HHS representatives help small business owners understand the facts of the Affordable Care Act so they can make informed decisions about providing health insurance for their employees.

The webinar is offered on Thursdays at 2:00 pm ET every week; the webinar will also be offered in Spanish on alternate Tuesdays at 4:00 pm ET. To register for the webinar and to learn more about how the ACA affects small businesses, you can visit <http://www.sba.gov/healthcare>.

#### **Schedule of English-language Weekly ACA 101 Webinars for Small Employers:**

- November 20, 2014 at 4 pm ET: [Click to Register](#)
- December 4, 2014 at 4 pm ET: [Click to Register](#)
- December 11, 2014 at 4 pm ET: [Click to Register](#)
- December 18, 2014 at 4 pm ET: [Click to Register](#)

#### **Schedule of Spanish-language Bi-Weekly ACA 101 Webinars for Small Employers:**

- November 18, 2014 at 4 pm ET: [Click to Register](#)
- December 2, 2014 at 4 pm ET: [Click to Register](#)
- December 16, 2014 at 4 pm ET: [Click to Register](#)

For more information on how the new health care law affects small businesses, check out [www.sba.gov/healthcare](http://www.sba.gov/healthcare).

## **SOCIAL MEDIA UPDATES NEWS AND UPDATES**

**Friday – Nov 14<sup>th</sup> – In partnership with [#HealthTalk: Open Enrollment: What You Need to Know to Get Covered](#)**

**Who:** Experts Catherine R. Oakar, director of public health policy at the Office of Health Reform at the U.S. Department of Health and Human Services, and Mayra Alvarez, director of the state exchange group for the Center for Consumer Information and Insurance Oversight at the Centers for Medicare and Medicaid Services will be tweeting behind the handles of @HHSgov and @HealthCareGov to answer Marketplace questions prior to the kick off to Open Enrollment on Nov 15th

Where: <http://www.twubs.com/healthtalk>

When: Friday, November 14 at 2 pm EST

Twitter handles: @EverydayHealth, @HHSGov, @HealthCareGov. Hashtag: #HealthTalk

## Monday – Nov 17<sup>th</sup> - #MillennialMon Twitter chat hosted by Young Invincibles

Who: Young Invincibles (@YoungInvincible) will be hosting their weekly #MillennialMon Twitter Chat. This week's topic – Saving Money with Your Health Care.

Where: Tweet @YoungInvincible and use/follow #MillennialMon

When: Monday, Nov 10<sup>th</sup> at 3PM EST.

### 30 infographics created for you to use and share. Download here:

<https://www.flickr.com/photos/hhsgov/sets/72157646934375084/>

### Facebook/Twitter Sample Posts – English/Spanish:

- Have a 2014 plan? Take action – keep or change your plan by December 15<sup>th</sup>.  
<http://1.usa.gov/1Ew450e> #GetCovered  
¿Tienes un seguro de 2014? Actúa: Conserva o cambia tu seguro antes del 15 de diciembre. #Asegúrate <http://1.usa.gov/1u3n1AF>
- Have a 2014 plan? Learn more about your options for 2015.  
<http://1.usa.gov/1Ew450e> #GetCovered  
¿Tienes un seguro de 2014? Aprende más acerca de tus opciones para 2015.  
#Asegúrate <http://1.usa.gov/1u3n1AF>
- Get ready for 2015 coverage! <http://1.usa.gov/1Ew450e> #GetCovered  
¡Prepárate para tu cobertura de 2015! #Asegúrate <http://1.usa.gov/1u3n1AF>
- Don't delay, sign up for coverage today! <http://1.usa.gov/1Ew450e> #GetCovered  
¡No esperes, insíbete para tu cobertura hoy! #Asegúrate <http://1.usa.gov/1u3n1AF>
- Take action today to get covered. <http://1.usa.gov/1Ew450e> #GetCovered  
Actúa hoy para obtener tu cobertura. #Asegúrate <http://1.usa.gov/1u3n1AF>
- New Year, New Coverage <http://1.usa.gov/1Ew450e> #GetCovered  
Prospero Año nuevo, con cobertura nueva. #Asegúrate <http://1.usa.gov/1u3n1AF>
- Have questions, get answers. Call 1-800-318-2596 to find local help in your community to get covered. <http://1.usa.gov/1Ew450e> #GetCovered  
Tienes preguntas, obtén respuestas. Llama al 1-800-318-2596 para encontrar ayuda local en tu comunidad y obtener cobertura. #Asegúrate <http://1.usa.gov/1u3n1AF>
- Get ready to sign up for health coverage!  
#GetCovered <http://1.usa.gov/1Ew450e> #GetCovered  
¡Prepárate para inscribirte en un plan para tener cobertura de salud! #Asegúrate <http://1.usa.gov/1u3n1AF>
- Get ready to get covered! <http://1.usa.gov/1Ew450e> #GetCovered  
¡Prepárate para obtener tu cobertura de salud! #Asegúrate <http://1.usa.gov/1u3n1AF>

- You have [X] days to sign up for coverage that begins January 1.  
<http://1.usa.gov/1Ew450e> #GetCovered  
Tienes [X] días más para inscribirte para la cobertura que empieza el 1<sup>o</sup> de enero.  
#Asegúrate <http://1.usa.gov/1u3n1AF>
- Act Now For 2015 Coverage! <http://1.usa.gov/1Ew450e> #GetCovered  
¡Actúa para tu cobertura de 2015! #Asegúrate <http://1.usa.gov/1u3n1AF>
- Sign up for affordable health coverage TODAY! Find out if you qualify for lower health coverage costs #GetCovered. <http://1.usa.gov/1Ew450e>  
¡Inscríbete HOY para obtener tu cobertura de salud a buen precio! Averigua si calificas para reducir el costo de tu seguro #Asegúrate. <http://1.usa.gov/1u3n1AF>
- How can you be sure you'll have coverage January 1<sup>st</sup>? Take action to #GetCovered by Dec 15<sup>th</sup>. <http://1.usa.gov/1Ew450e> #GetCovered  
¿Cómo puedes estar seguro de que tendrás cobertura a partir del 1<sup>o</sup> de enero? Actúa antes del 15 de diciembre. #Asegúrate <http://1.usa.gov/1u3n1AF>
- Have a 2014 plan? You have choices to keep or change your plan for 2015.  
<http://1.usa.gov/1Ew450e> #GetCovered  
¿Tienes un seguro para 2014? Tienes opciones para cambiar o quedarte con tu plan para 2015. #Asegúrate <http://1.usa.gov/1u3n1AF>

### White House Facebook/Twitter

- RT @WhiteHouse: <https://twitter.com/WhiteHouse/status/532967798876954625>
- RT @WhiteHouse: <https://twitter.com/WhiteHouse/status/532945308112920576>
- Starting Saturday, you can sign up for health coverage. See the plan options in your state → <https://www.healthcare.gov/see-plans/> <pic.twitter.com/sTvUxWqtdL>
- If you need health coverage, you can #GetCovered starting on Saturday. See your options → <https://www.healthcare.gov/see-plans/> <pic.twitter.com/sTvUxWqtdL>
- Health care open enrollment starts Saturday. See what plan works for you → <https://www.healthcare.gov/see-plans/> #GetCovered <pic.twitter.com/sTvUxWqtdL>
- You can sign up for health coverage starting on Saturday. See your options → <https://www.healthcare.gov/see-plans/> #GetCovered <pic.twitter.com/9VjvoUvMxU>
- Need health coverage? You can #GetCovered starting Saturday. Check out plans in your state → <https://www.healthcare.gov/see-plans/> <pic.twitter.com/9VjvoUvMxU>
- Worth a read: Thanks to the Affordable Care Act, the Dicksons opened a retail business in Texas → <http://go.wh.gov/4nqJX2> #GetCovered
- See how the Affordable Care Act helped the Dicksons become entrepreneurs and open a small business → <http://go.wh.gov/4nqJX2> #GetCovered
- [@SecBurwell](https://twitter.com/SecBurwell) on what you need to know to #GetCovered starting on Saturday → <http://go.wh.gov/4nqJX2> <pic.twitter.com/sTvUxWqtdL>

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

Blog post from Thursday, November 13

Title: Getting Ready for Open Enrollment

Link: <http://www.hhs.gov/blog/2014/11/13/getting-ready-open-enrollment.html>

Blog post from Monday, November 10

Title: Kyle's I'm Covered Story: Insurance Helps a Veteran Go Out on His Own

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/11/kyle-im-covered-story.html>

Blog post from Monday, November 10

Title: 5 things to know about Marketplace Open Enrollment

Link: <https://www.healthcare.gov/blog/five-things-to-know-about-marketplace-open-enrollment/>

Blog post from Friday, November 7

Title: Step 1 to stay covered through the Marketplace: Review your current health coverage

Link: <https://www.healthcare.gov/blog/step-one-to-stay-covered/>

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

Blog post from Thursday, November 13

Title: Getting Ready for Open Enrollment

Link: <http://www.whitehouse.gov/blog/2014/11/13/getting-ready-open-enrollment>

Blog post from Thursday, November 13

Title: Letters to the President: The Dicksons and the Affordable Care Act

Link: <http://www.whitehouse.gov/blog/2014/11/13/letters-president-dicksons-and-affordable-care-act>

Blog post from Wednesday, November 12

Title: You Can Check Out Health Care Plans and Prices for 2015 Right Now

Link: <http://www.whitehouse.gov/blog/2014/11/12/you-can-check-out-health-care-plans-and-prices-2015-right-now>

*-CMS Office of Communications, Partner Relations Group*