



November 21, 2014

Champions for Coverage:

Happy Friday! We have been off to a tremendous start to the first week of the 2015 Marketplace Open Enrollment Season! CMS is very appreciative of the work you did to prepare and the effort you put forth this past week. We had over 1 Million people visit Healthcare.gov last weekend with more than 100,000 applications started! We have a full issue with updates, resources, announcements, and our new section of weekly social media pushes.

Please note that we will not be sending a weekly update on November 28, 2014. The next weekly update will come out on December 5, 2014. However, we will still provide updates with important news or resources.

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. 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.

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

Getting Ready to Enroll Friends and Family in the Health Insurance Marketplace

November 24 at 3 pm EST (2 pm CST, 1 pm MST, Noon PST)

To Join By Phone Only: Dial: Toll: +1 (646) 307-1706, Access Code: 305-433-557

For those joining by phone only, the Pin Number is the # key

Register: <https://www4.gotomeeting.com/register/268971743>

Open enrollment starts on November 15, 2014 with coverage available as early as January 1, 2015. Learn how to share information about open enrollment with your friends and family over the Thanksgiving holiday. This presentation will discuss how to enroll in the Marketplace, key websites and resources on the law. Questions will be answered at the end of the webinar. Please send any questions to ACA101@hhs.gov prior to November 24 at Noon ET.

Updated: 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
December 17	2:00 – 3:00 pm ET	Getting Ready for Tax Season	https://goto.webcasts.com/starthere.jsp?ei=1047945
January 7	2:00 – 3:00 pm ET	Marketplace 101	https://goto.webcasts.com/starthere.jsp?ei=1047946
January 14	2:00 – 3:00 pm ET	Getting Ready for Tax Season	https://goto.webcasts.com/starthere.jsp?ei=1047948
January 28	2:00 – 3:00 pm ET	Marketplace Eligibility Appeals	https://goto.webcasts.com/starthere.jsp?ei=1047950

Reminder: 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](#)

Health Insurance Marketplace 101 Webinars

Millions of Americans now have health insurance through the Marketplace. But there are still many more who may not have enrolled only because the Marketplace system seems complicated and hard to understand.

In order to raise awareness and understanding of how the Marketplace works, the Denver Regional Office of the Centers for Medicare & Medicaid Services is offering Health Insurance Marketplace 101 webinars for people who need a basic understanding, so they can be more confident in using and enrolling in coverage through the Marketplace. Assistants, healthcare providers, advocacy groups, and individuals are all welcome to participate.

Some of the topics in these “Health Insurance Marketplace 101” webinars include:

- What is the Marketplace and how does it work
- What do plans cover, and what the differences are among plan choices
- Who DOESN'T need to enroll in a Marketplace plan
- Who is eligible to enroll, and the valid time periods for doing so
- How the enrollment process works and where to get help if needed
- Premium tax credits to reduce the cost of insurance and cost sharing reductions to lower the cost of care
- Medicaid eligibility
- Marketplace and Medicare
- Marketplace resources and where you can go to get help

We are offering these opportunities for you to participate and learn about the Marketplace every Tuesday at 1:00 PM Mountain / 2:00 PM Central Time throughout the Open Enrollment Period.

Registration is not required, and please use the information below to connect to the session you would like to attend. All will feature the same Health Insurance Marketplace 101 presentation with time for Q & A.

Nov. 18, 2014, 1:00 pm – 2:00 pm MT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Nov. 25, 2014, 1:00 pm – 2:00 pm MT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Dec. 2, 2014, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Dec. 9, 2014, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Dec. 16, 2014, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Dec. 23, 2014, No Call

Dec. 30, 2014, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Jan. 6, 2015, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Jan. 13, 2015, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Jan. 20, 2015, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Jan. 27, 2015, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Feb. 3, 2015, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Feb. 10, 2015, 1:00 pm – 2:00 pm MDT: Webinar: <https://webinar.cms.hhs.gov/r7oud6z8611/>,
Audio Line: 1-877-267-1577, Meeting ID: 996 498 512

Note: the presentation for each session will be identical.

Reminder: 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 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 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](#)

Reminder: 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>

NEWS AND UPDATES

Open Enrollment Numbers

- Over the weekend, more than a million people visited HealthCare.gov and CuidadodeSalud.gov to learn about their options, shop for affordable plans or to get enrolled.
- Our call center took more than two hundred thousand calls this weekend. Over twenty thousand of those calls were to our Spanish speaking representatives.
- On our first day of open enrollment more than 100,000 people had submitted an application.
- In addition, there were more than a half million successful log-ins on the first day of open enrollment.
- One of our priorities this year was to optimize [HealthCare.gov](#) and [CuidadodeSalud.gov](#) for mobile - so no matter where you were, you could learn about your options and get covered. So far, about one out of five who are visiting [HealthCare.gov](#) or [CuidadodeSalud.gov](#) to get insurance are coming in through mobile.

Marketplace Call Center and SHOP Call Center Hours

- Health Insurance Marketplace Call Center: For customer service support, to start or finish an application, compare plans, enroll or ask a question.
1-800-318-2596 (TTY: 1-855-889-4325). Available 24/7. Closed Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas.
- SHOP Call Center: For customer service support, including assisting employers and employees apply for and enroll in SHOP.
1-800-706-7893 (TTY: 711). Available M-F 9:00am-7:00pm ET. From November 15, 2014 -December 31, 2014 open on weekends from 9:00am-5:00pm

CMS Releases New Data on Available Marketplace Plans

Continuing its commitment to transparency, the Centers for Medicare & Medicaid Services (CMS) released new data giving assisters, consumers, and researchers the tools and information they need to review 2015 health insurance plan information. Because of new choices and more competition in the Marketplace, consumers will have even more affordable options during Open Enrollment this year. With 25 percent more issuers participating in the Marketplace in 2015, more than 90 percent of consumers will be able to choose from 3 or more issuers – up from 74 percent in 2014. Consumers can choose from an average of 40 health plans for 2015 coverage—up from 31 in 2014, based on data at the county level.

Medicaid.gov Improvements for 2015

Centers for Medicaid and CHIP Services (CMCS) announced several changes to the [Medicaid.gov](http://www.Medicaid.gov) website to accompany the launch of the 2015 Marketplace open enrollment period and our ongoing collective efforts to improve and expand Medicaid coverage across the country:

New [Medicaid.gov](http://www.Medicaid.gov) Home Page

The [Medicaid.gov](http://www.Medicaid.gov) home page has a streamlined and more modern look. You'll still find quick links to new and notable items on the site including federal policy guidance and other new technical assistance resources. CMCS also made it easy to complete key tasks from the home page, like sign up for e-mail updates and comment on pending 1115 demonstrations, and have streamlined resources designed to assist consumers in learning about Medicaid and CHIP.

Streamlined Resources for Consumers

Assisters can use [Medicaid.gov](http://www.Medicaid.gov)'s new [Consumer Action page](#) to help consumers find the information they need, either through their state's Medicaid program website or by visiting www.HealthCare.gov. Information about coverage opportunities for children and a link to the great resources that are available on the sister site www.InsureKidsNow.gov are also included.

Medicaid and CHIP National Program Information

Information that resided in the *Medicaid Moving Forward* section has been incorporated into a new area that highlights [National Medicaid and CHIP program information](#). There you will find an expanded page for the monthly [Medicaid and CHIP Enrollment Reports](#) as well as national tables outlining [Medicaid-Marketplace Coordination](#) and the list of states that have adopted [Targeted Enrollment Strategies](#). If you had bookmarked the Medicaid Moving Forward location, please take a moment to update your bookmark so you can get to the new location.

Medicaid and CHIP State Profiles

CMCS has also expanded the [State Medicaid and CHIP profiles](#) to provide a more complete picture of the many policy and programmatic features that make up each state's Medicaid and CHIP program. Some of the new elements of these state-specific profiles include: Medicaid and CHIP eligibility levels; monthly Medicaid and CHIP enrollment data; a state-specific list of approved state plan amendments and waivers; links to detailed [Medicaid managed care](#) profiles, and children's participation rates in Medicaid and CHIP.

As always, we hope that you will find the changes to these websites helpful for your work. We are always happy to have your feedback on how we can continue to improve our resources.

Rural Update

News Article: Getting Covered is Good for Rural America

By: Secretary Tom Vilsack

http://www.huffingtonpost.com/gov-tom-vilsack/getting-covered-is-good-f_b_6191996.html

In the News

[HHS secretary at USF to talk Obamacare](#)

WTSP (CBS) // Eric Glasser

Tampa, Florida --With enrollment underway for your two of the affordable healthcare act, U.S. Secretary of Health and Human Services Sylvia Mathews Burwell happens to be in Tampa Monday, touting Obamacare enrollment with folks like Ashley Brunson on the USF campus. "It's been a blessing for my family. I'm not sure what we would've done without it," said Brunson, a mother of two. The secretary called this initial weekend of enrollment a success. Nearly a million people have already visited the healthcare.gov website, she said. About 100,000 of them submitted the forms. "The vast majority of users are having a good experience," said Secretary Burwell.

[HHS Secretary Sylvia Burwell talks Obamacare](#)

WTVT (FOX) // Russell Rhodes

Sylvia Burwell, the Health and Human Services secretary, sits down with FOX 13 for an exclusive interview about open enrollment and the Obamacare website.

Rhodes: I said 'so far, so good.' How do things look?

Burwell: We had a good weekend. So far, over a million people came and visited the site. We had 200,000 calls to our customer service center and 20,000 of those were to Spanish language representatives. We're up, we're running, and anything we hear –if people are having issues - we want to hear about them and work through them. We're sure there will be [issues] but so far, so good. A lot of people and the vast majority have had a good experience.

Rhodes: "Clearly, you guys have done something right because the thing [healthcare.gov] is working fine now."

[Secretary of Health holds discussion on affordable health care at FIU](#)

WSVN (FOX)

South Florida got some health care help at Florida International University, Monday. Secretary of Health and Human Services Sylvia Burwell hosted a discussion at FIU's College of Law. The event focused on outreach, financial assistance and website preparedness. Burwell also introduced a new online tool that allows consumers to sign up for in-person enrollment assistance. The Affordable Care Act reopened for enrollment on Saturday and will run until February. Technical issues that previously plagued the rollout were fixed.

[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:

- 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:

- 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 <http://www.sba.gov/healthcare> .

SOCIAL MEDIA UPDATES NEWS AND UPDATES

Online Engagement Tweets - Marketplace Info & Deadlines:

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

- The Health Insurance Marketplace is where uninsured people can enroll in health coverage. [#GetCovered](#) Visit healthcare.gov for more!
- Looking for the right health insurance plan for you & your family? [@HealthCareGov](#) has options for every budget. [#GetCovered](#)
- Mark your calendar --> For coverage beginning Jan 1, 2015 – people MUST re-enroll or sign up BY Dec 15, 2014. [#GetCovered](#)
- If you'd like to window shop & see what plans are available to you — browse plans & pricing right now: <https://www.healthcare.gov/see-plans/>. [#GetCovered](#)
- To find out if you qualify for savings on a Marketplace plan or Medicaid – first step is to visit [@HealthCareGov](#) & fill out application. [#GetCovered](#)
- Get an estimate to see if you qualify for savings on a Marketplace plan or Medicaid right now. Visit healthcare.gov & fill out an app. [#GetCovered](#)
- What are [#GetCovered](#) options if under age of 26? Find out the details & options for 2015 coverage here: <https://www.healthcare.gov/young-adults/get-started-in-the-marketplace/>.

- Have a 2014 plan? You can renew your current plan or enroll in a different one, but need to take action by Dec 15th. #GetCovered [attach graphic: <https://flic.kr/p/pFiQT7>]

Share your #GetCovered Story:

- Did you #GetCovered? Share your story with us: <http://1.usa.gov/1tRiiyv>.
- What's your #GetCovered story? Share your story about how health care is impacting your life: <http://1.usa.gov/1tRiiyv>.
- Have a 2014 plan? Signing up to #GetCovered for 2015? Share how health care is impacting your life: <http://1.usa.gov/1tRiiyv>.

#ReadySetEnroll Updates

RT Sylvia Burwell @SecBurwell

The Marketplace is open – sign up for 2015 health care coverage TODAY! Visit <http://healthcare.gov> for more [#GetCovered](#) [#ReadySetEnroll](#)

RT The White House @WhiteHouse

Spread the word: You can sign up for health coverage starting today → <http://go.wh.gov/uoSQUC> [#GetCovered](#) [#ReadySetEnroll](#)

RT Sylvia Burwell @SecBurwell

What you need to know about the Marketplace and how to [#GetCovered](#) for 2015: <http://www.hhs.gov/blog/2014/11/15/the-marketplace-is-open.html> [#ReadySetEnroll](#)

RT HHS.gov @HHSGov

The Health Insurance Marketplace is open! Sign up for 2015 coverage today! <http://healthcare.gov> [#ReadySetEnroll](#) http://youtu.be/o4DmFR2_Mps

#GetCovered Updates

RT Sylvia Burwell @SecBurwell

[#GetCovered](#) update: [@HealthCareGov](#) opened for business shortly after 1am. In first 8 hrs, 23K+ people submitted an app. [#ReadySetEnroll](#)

RT Sylvia Burwell @SecBurwell

More [#GetCovered](#) News: 1.2M unique visitors shopped for coverage last wk using our new window shopping tool. [#ReadySetEnroll](#)

Tweets

[@HealthCare.gov](#): Did you #GetCovered through <http://HealthCare.gov> last year? Here's 5 steps to staying covered this year→ <http://go.hc.gov/14AZpvs>

[@Pharrell](#): Keep those you love healthy. Today is the day to #GetCovered at <http://Healthcare.gov>

[@funnyordie](#) :Open enrollment is back! #GetCovered at <http://HealthCare.gov>, it's as easy as clicking a button.

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

Blog post from Thursday, November 20

Title: Rachel's I'm Covered Story: What it Means to Know My Family and I are Covered

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

Blog post from Wednesday, November 19

Title: Anécdota de Carlos para la Campaña “Obtenga Cobertura”: Tener la Oportunidad de Obtener Mi Propio Seguro de Salud Por Primera Vez

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/11/carlos-getcovered-story-esp.html>

Blog post from Wednesday, November 19

Title: Medicaid and CHIP Enrollment Grows by over 9.1 Million People

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/11/medicaid-chip-enrollment-september.html>

Blog post from Wednesday, November 19

Title: Tips for resetting your password and unlocking your account

Link: <https://www.healthcare.gov/blog/tips-for-resetting-your-password-and-unlocking-your-account/>

Blog post from Monday, November 17

Title: Carlos' #GetCovered Story: Getting My Own Health Insurance For the First Time

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/11/carlos-getcovered-story.html>

Blog post from Saturday, November 15

Title: The Marketplace Is Open!

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/11/the-marketplace-is-open.html>

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

Blog post from Saturday, November 15

Title: Letters to the President: Marla and the Affordable Care Act

Link: <http://www.whitehouse.gov/blog/2014/11/14/letters-president-marla-and-affordable-care-act>

Blog post from Saturday, November 15

Title: Weekly Address: Open Enrollment Starts Today

Link: <http://www.whitehouse.gov/blog/2014/11/15/weekly-address-open-enrollment-starts-today>

Blog post from Saturday, November 15

Title: Get Marketplace Coverage for 2015!

Link: <https://www.healthcare.gov/blog/Get-Marketplace-coverage-for-2015/>

Blog post from Friday, November 14

Title: Weekly Wrap Up #ReadySetEnroll

Link: <http://www.whitehouse.gov/blog/2014/11/14/weekly-wrap-readysetenroll>

-CMS Office of Communications, Partner Relations Group