



April 4, 2016

Champions for Coverage:

Most of you are in full swing of your post enrollment activities! Over the next few months we will be providing tips and webinars on how to continue this post enrollment engagement work. Please see below for upcoming webinars.

There are also two weeks left to file taxes. Make sure you are helping consumers understand what they need to do at tax time. You can click [here](#) for more information on 1095-As and exemptions.

Finally as a reminder, this week starts the monthly newsletter cycle through the summer. Newsletters will start coming biweekly in September.

- I. **New: April 13, 2016 Champion Webinar**
- II. **New: Taxes and the Health Insurance Marketplace**
- III. **New: The Connecting Kids to Coverage: School-Based Outreach Strategies to Reach Medicaid & CHIP-Eligible Students**
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- V. **New: Ending Special Enrollment Period (SEP) Retroactive Coverage**
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**[NEW/UPDATED CONTENT AND WEBINARS](#)**

**New: Champion Webinar:**

## **Post Enrollment: How to engage consumers**

This webinar will provide information on post enrollment strategies to keep consumers engaged and using their health insurance. We will provide best practices from partners who have had success including those who work with Hispanic and Asian American and Pacific Islanders communities.

Speakers include:

- Enroll Virginia
- National Association of Hispanic Nurses
- Asian Pacific Islanders American Health Forum

**When:** **Wednesday, April 13<sup>th</sup> 2016@ 2:00pm EST**

**How:** Webinar link: <https://webinar.cms.hhs.gov/c4c41316/>

Call in info: (877) 251-0301

Conference ID: 76745874

## **New: Taxes and the Health Insurance Marketplace**

**April 5 at 1:00 pm EDT** (Noon CDT, 11:00 MDT, 10:00 am PDT)

To RSVP and attend, click here:

<https://attendee.gotowebinar.com/register/6080132549299435266>

The 2016 tax season is upon us and individuals and families will be asked for some basic information regarding their health coverage on their tax returns. Learn what consumers need to know when filing their taxes, the importance of Form 1095-A and the penalty for not having health insurance. A question and answer session will take place at the end of the webinar.

## **New: The Connecting Kids to Coverage: School-Based Outreach Strategies to Reach Medicaid & CHIP-Eligible Students**

**When:** Tuesday, April 5, 2016 1:00 p.m. - 2:15 p.m. EDT

On April 5<sup>th</sup>, the Connecting Kids to Coverage will host a webinar on *School-Based Outreach Strategies to Reach Medicaid & CHIP-Eligible Students*. We'll have speakers from the National Association of School Nurses, AASA, the School Superintendents Association/Children's Defense Fund's health insurance initiative, as well as a School Medicaid Coordinator from Colorado to talk about the importance of working with schools, ways to best work together to conduct outreach and enrollment activities, as well as lessons learned in working with schools. We'll also hear from the Department of Education on their partnership with the Department of Health and Human Services for the Healthy Students, Promising Futures initiative. Sign up for

the webinar [here](#) and share this link with your members! You can also share this post on Twitter:

- Join a CMS @IKNGov webinar on School-Based Outreach Strategies on April 5, 1-2:15pm ET. Register here: <https://attendeegotowebinar.com/register/4582585617619411204>

## **New: Connecting Kids to Coverage Outreach Updates**

Spring is here – and so is the refreshed Campaign website! You can find all your favorite Campaign tools in the [Outreach Tool Library](#). We’ve also added new sections specifically for [Campaigns & Initiatives](#) like Back-to-School and Year-Round Enrollment. Check out the new look and more resources today at [InsureKidsNow.gov](#).

### Template social media language for March:

- #DYK that enrollment for #Medicaid & #CHIP is open year-round? #Enroll365 [go.cms.gov/1Uzk2Qs](https://go.cms.gov/1Uzk2Qs)
- *Image available at:* <https://www.insurekidsnow.gov/downloads/library/online/twittergraphic-kidshaveaword-english.png>
- Get kids covered! Medicaid & CHIP give kids access to check-ups, immunizations, dentist visits & more. #Enroll365 [go.cms.gov/1Uzk2Qs](https://go.cms.gov/1Uzk2Qs)
- Kids can get free or low-cost #Medicaid & #CHIP coverage! Remind families they can #Enroll365 w/ materials: [go.cms.gov/1Stycyw](https://go.cms.gov/1Stycyw)
- Connect kids to #Medicaid & #CHIP coverage in your community! Find free materials to help families #Enroll365 here: [go.cms.gov/1Stycyw](https://go.cms.gov/1Stycyw)
- Register now for the next CMS @IKNGov webinar on school-based outreach strategies: April 5, 1-2:15pm ET <https://attendeegotowebinar.com/register/4582585617619411204>

### Facebook

- It’s easy to see that health coverage is important - Medicaid & CHIP offer free and low-cost coverage for children and teens! #Enroll365 [go.cms.gov/1Uzk2Qs](https://go.cms.gov/1Uzk2Qs)
- *Image available at:* <https://www.insurekidsnow.gov/downloads/library/online/facebookimage-girlwithglasses-english.png>
- It’s never too late to #GetCovered under Medicaid & CHIP – enrollment is year-round! Help spread the word that families can #Enroll365 in free or low-cost coverage. Find enrollment resources at [go.cms.gov/1Stycyw](https://go.cms.gov/1Stycyw)
- Medicaid & CHIP cover children and teens up to age 19 – let parents in your community know enrollment is open all year long. These outreach materials can help – and they’re FREE to customize: [go.cms.gov/1Stycyw](https://go.cms.gov/1Stycyw)

- *Image available at:*  
<https://www.insurekidsnow.gov/downloads/library/online/facebookimage-teen-english.png>
- Be a health care superhero: Spread the word that Medicaid & CHIP cover check-ups, immunizations, dentist visits, prescription drugs, mental health services and more! Enrollment is open year-round. #Enroll365 [go.cms.gov/1Stycyw](http://go.cms.gov/1Stycyw)
- *Image available at:*  
<https://www.insurekidsnow.gov/downloads/library/online/facebook-image-superhero-english.png>
- Do you want to learn more about connecting with schools in your community to talk about Medicaid & CHIP enrollment? Join a Connecting Kids to Coverage webinar on April 5, 1-2:15pm ET to hear from speakers on their school-based outreach strategies, best practices, and more!  
<https://attendee.gotowebinar.com/register/4582585617619411204>

You can find additional social media posts and graphics available in both English and Spanish in the Campaign's Outreach Tool Library available at: [go.cms.gov/1Stycyw](http://go.cms.gov/1Stycyw)

## NEWS AND UPDATES

### **New: Ending Special Enrollment Period (SEP) Retroactive Coverage**

Today, the Centers for Medicare and Medicaid Services (CMS) issued guidance announcing that after March 31, 2016 the Marketplace will no longer be accepting new requests for Special Enrollment Period (SEP) for retroactive coverage back to 2015. All retro SEP requests received after this date will receive a max retro date of January 1, 2016.

For additional information, click here: <https://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/ENR-GuidanceEnding2015-SEPs-FINAL-040116.pdf>

### **New: Fact Sheets and a Report Released: Progress on Coverage Cost and Quality**

The White House released this week two resources that you might find useful:

#### **Health Care Accomplishments: Six Years of Progress Under the ACA**

<https://www.whitehouse.gov/the-press-office/2016/03/22/fact-sheet-health-care-accomplishments>

#### **The Affordable Care Act at Six: CEA Chart Book**

[https://www.whitehouse.gov/sites/default/files/page/files/20160322\\_aca\\_six\\_year\\_anniversary\\_slides.pdf](https://www.whitehouse.gov/sites/default/files/page/files/20160322_aca_six_year_anniversary_slides.pdf)

## **New: Guidance and Population Data for Exchanges, Qualified Health Plan Issuers, and Web-Brokers to Ensure Meaningful Access by Limited-English Proficient Speakers**

The Centers for Medicare & Medicaid Services (CMS) released guidance to provide Exchanges, Qualified Health Plan (QHP) issuers, and web-brokers on how to comply with recent amendments to the language access requirements. This guide also discusses the interaction of this guidance with other language access requirements. Additionally, this guidance provides language data and sample taglines in the top 15 languages spoken by the limited-English proficient population of each state for use by Exchanges, QHP issuers, and web-brokers as necessary.

For additional information on the guidance released, click here:

<https://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/Language-access-guidance.pdf> or go here: <https://www.cms.gov/cciio/resources/regulations-and-guidance/#Language> Access Guide for Exchanges, Qualified Health Plan (QHP) Issuers, and Web-Brokers

## **New: Behavioral Health and Medicaid Expansion Report**

The U.S. Department of Health and Human Services released a report showing that states can greatly improve access to behavioral health services for residents by expanding Medicaid under the Affordable Care Act.

“Today’s report shows that Medicaid expansion is an important step states can take to address behavioral health needs, including serious mental illness and opioid and other substance use disorders,” said Secretary Sylvia M. Burwell.

To read the **press release**, visit: <http://www.hhs.gov/about/news/2016/03/28/new-report-shows-medicaid-expansion-can-improve-behavioral-health-care-access.html>

To read the **report**, visit: <https://aspe.hhs.gov/pdf-report/benefits-medicaid-expansion-behavioral-health>

## **New: Medicaid Enrollment and Expenditure Data Collected through Medicaid Budget and Expenditure System (MBES)**

The Centers for Medicare & Medicaid Services (CMS) released updated Medicaid enrollment data and preliminary expenditure data that states reported to CMS through the Medicaid Budget and Expenditure System (MBES). The [enrollment information](#) is a state-reported count of unduplicated individuals enrolled in the state’s Medicaid program at any time during each month in the quarterly reporting period and includes new enrollment data from July 1, 2015 –

September 30, 2015. The enrollment data identifies the total number of Medicaid enrollees and, for states that have expanded Medicaid, provides specific counts for the number of individuals enrolled in the new adult eligibility group, also referred to as the “VIII Group”. In addition to the new information presented in today’s report, the posting includes updated enrollment data for the period October 1, 2014 – June 30, 2015.

The preliminary [expenditure data](#) provides summary level data associated with Medicaid service expenditures reported by states on the Form CMS-64 in MBES for the period January 1, 2015 – March 31, 2015. The data includes a breakout of expenditures associated with individuals in the VIII Group. In addition to the new information presented in today’s report, the posting includes updated expenditure data for the period January 1, 2014 – December 31, 2014.

### **Reminder: ASPE FINAL Enrollment Report & Effectuated**

ASPE released a final enrollment report showing Health Insurance Marketplaces nationwide signed up 4.9 million new customers for 2016 coverage during the third Open Enrollment period. In total, 12.7 million people signed up or automatically renewed their plans for 2016 coverage.

Additionally, CMS released a report showing 8.8 million individuals had paid their premiums and had an active policy, or “effectuated” their coverage at the end 2015, up from 6.3 million individuals in 2014.

To read the **press release** detailing more about both reports, visit:

<http://www.hhs.gov/about/news/2016/03/11/nationwide-health-insurance-marketplaces-signed-49-million-new-people-during-third-open-enrollment.html>

To read the full **ASPE report**, please visit: <https://aspe.hhs.gov/health-insurance-marketplaces-2016-open-enrollment-period-final-enrollment-report>

To read the **CMS report**, please visit:

<https://www.cms.gov/Newsroom/MediaReleaseDatabase/Fact-sheets/2016-Fact-sheets-items/2016-03-11.html>

To read the **CMS Blog**: By Health Insurance Marketplace CEO Kevin Counihan visit:

<http://blog.cms.gov/2016/03/11/keeping-consumers-covered/>

### **Reminder: 20 million people have gained health insurance coverage because of the Affordable Care Act, new estimates show**

*More than 6 million uninsured young adults have gained health insurance coverage since 2010*

A new report released finds that the provisions of the Affordable Care Act have resulted in an estimated 20 million people gaining health insurance coverage between the passage of the law in 2010 and early 2016—an historic reduction in the uninsured. Those provisions include Medicaid expansion, Health Insurance Marketplace coverage, and changes in private insurance that allow young adults to stay on their parent’s health insurance plans and require plans to cover people with pre-existing health conditions.

The report’s model controls for general economic conditions (i.e., employment status), preexisting trends, geographic location, and demographic changes, so its estimates focus on the decline in the number of uninsured Americans specifically associated with the provisions of the Affordable Care Act.

“Thanks to the Affordable Care Act, 20 million Americans have gained health care coverage,” said HHS Secretary Sylvia M. Burwell. “We have seen progress in the last six years that the country has sought for generations. Americans with insurance through the Health Insurance Marketplace or through their employers have benefited from better coverage and a reduction in the growth in health care costs.”

According to today’s report, 6.1 million uninsured young adults ages 19 to 25 have gained health insurance coverage because of the Affordable Care Act. This is especially important because young adults were particularly likely to be uninsured before the law went into effect. Coverage gains for young adults began in 2010 because of the provision of the Affordable Care Act that allows children to stay on their parents’ health insurance plan until they are 26 years of age.

- 2.3 million young adults gained coverage from 2010 through the start of Open Enrollment in October 2013 due to the provision that allows people under age 26 to stay on their parents’ plan
- An additional 3.8 million young adults gained coverage between October 2013 and early 2016, a 46.5 percent drop in the number of uninsured young adults over that period.

Gains in coverage because of the Affordable Care Act were strong across all racial and ethnic groups between October 2013 and early 2016.

- The uninsured rate among Black non-Hispanics dropped by more than 50 percent (from 22.4 to 10 percent); corresponding to about 3 million adults gaining coverage.
- The uninsured rate among Hispanics dropped by more than 25 percent (from 41.8 to 30.5 percent), corresponding to about 4 million Hispanic adults gaining coverage.
- The uninsured rate among White non-Hispanics declined by more than 50 percent (from 14.3 to 7.0 percent), corresponding to about 8.9 million adults gaining coverage.

Separately, the National Health Interview Survey has estimated the uninsured rate was 9.1 percent for the overall U.S. population, including those under the age of 18 and over the age of 64, in the first nine months of 2015. Today’s report is limited to estimates of coverage gains for individuals 18 – 64 years of age that are attributable to the provisions of the Affordable Care

Act. Excluding children and seniors, this report finds that 11.5 percent of U.S. nonelderly adults were uninsured as of early 2016, based on data from the Gallup-Healthways Well-Being Index.

The findings are an update to previous estimates released in September 2015, which found that 17.6 million uninsured adults had gained health insurance coverage. Accordingly, 2.4 million more people are estimated to have gained coverage since the last report. Those findings are available here:

<https://aspe.hhs.gov/sites/default/files/pdf/111826/ACA%20health%20insurance%20coverage%20brief%2009212015.pdf>

To read the report visit: <https://aspe.hhs.gov/pdf-report/health-insurance-coverage-and-affordable-care-act-2010-2016>

## ACA AND TAXES

### **Reminder: IRS Publication 974 on the Premium Tax Credit**

[IRS Publication 974](#), Premium Tax Credit, has been revised and is now available on IRS.gov. It provides additional instructions for taxpayers in special situations who purchased 2015 health care coverage from the Health Insurance Marketplace.

Eligible taxpayers will file [Form 8962](#), Premium Tax Credit, using its [instructions](#) and Publication 974. More information about the [premium tax credit](#) is available at IRS.gov/aca.

New Tax Resources:

- [How Health Coverage Affects Your Taxes \(formerly "3 Tips about Marketplace Coverage & Taxes"\)](#)
- No Health Coverage - What that means for your taxes ([Article](#) and [Fact Sheet](#))
- [The Small Business Health Care Tax Credit & Premium Assistance Programs](#)
- [Get Tax Help in Spanish from the IRS](#) (announcement in [Spanish](#))

### **Reminder: Help Protect Consumers from Fraud**

#### Tax Preparer Fraud

The Internal Revenue Service (IRS) renewed a consumer alert for e-mail schemes after seeing an approximate 400 percent surge in phishing and malware incidents so far this tax season. The emails are designed to trick taxpayers into thinking these are official communications from the IRS or others in the tax industry, including tax software companies. The phishing schemes can ask taxpayers about a wide range of topics. E-mails can seek information related to refunds, filing status, confirming personal information, ordering transcripts and verifying PIN information. Variations of these scams can be seen via text messages, and the communications are being reported in every section of the country. Read more on this topic [here](#).

As consumers work to file their taxes, share with them the following resources to help protect them from tax fraud:

- [“Dirty Dozen” tax scams for the 2016 filing season](#)
- [IRS Identity Theft Victim Assistance: How It Works](#)
- [How New Identity Security Changes May Affect Taxpayers for 2016](#)
- [Report Phishing and Online Scams](#)
- How to Choose Your Tax Preparer Wisely ([Article](#) and [Video](#))
- [Directory of Federal Tax Return Preparers with Credentials and Select Qualifications](#)
- [Make a Complaint About a Tax Return Preparer](#)

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

**Blog Posts: On the Road for Open Enrollment Following HHS Secretary Sylvia Mathews Burwell’s travels around the country.**

<https://medium.com/@HHSGov/on-the-road-for-open-enrollment-fe01a8b48358#.fm4page8>

### **Blog Post from Thursday, March 31**

**Title:** Finalized Regulation Strengthens Federal Partnerships with Faith-based and Community Organizations

**Link:** <http://www.hhs.gov/blog/2016/03/31/finalized-regulation-strengthens-federal-partnerships-faith.html>

### **Press Release from Tuesday, March 29**

**Title:** CMS finalizes mental health and substance use disorder parity rule for Medicaid and CHIP

**Link:** <https://www.cms.gov/Newsroom/MediaReleaseDatabase/Press-releases/2016-Press-releases-items/2016-03-29.html>

### **Press Release from Monday, March 28**

**Title:** New report shows Medicaid expansion can improve behavioral health care access

**Link:** <http://www.hhs.gov/about/news/2016/03/28/new-report-shows-medicaid-expansion-can-improve-behavioral-health-care-access.html>

### **Blog post from Friday, March 25**

**Title:** ACA’s Sixth Anniversary: Getting Covered Allowed Her to Branch Out

**Link:** <http://www.hhs.gov/blog/2016/03/25/getting-covered-allowed-her-branch-out.html>

### **Press Release from Wednesday, March 23**

**Title:** Independent experts confirm that diabetes prevention model supported by the Affordable Care Act saves money and improves health

**Link:** <http://www.hhs.gov/about/news/2016/03/23/independent-experts-confirm-diabetes-prevention-model-supported-affordable-care-act-saves-money.html>

*-CMS Office of Communications, Partner Relations Group*