



January 08, 2015

Champions for Coverage:

December was a busy month for the Marketplace! HHS just announced that **11.3 million people** have signed up for health insurance nationwide as of December 26th! Congratulations on your hard work these last two months!

While the deadline to sign up for coverage effective January 1, 2016 has passed, consumers can come to the Marketplace to select a plan until Open Enrollment ends on January 31, 2016. Consumers can also return to select a different plan even if they have already selected a plan earlier during Open Enrollment. The next two deadlines to remember are:

- **January 15, 2016:** Last day to enroll in or change plans for new coverage to start February 1, 2016
- **January 31, 2016:** 2016 Open Enrollment ends. Enrollments or changes between January 16 and January 31 take effect March 1, 2016.

This issue provides the latest Marketplace Open Enrollment Week 9 snap shot (including state breakdowns), updated materials, and [new Tax](#) and ACA announcements. We want to hear from you! Please email us and share your success stories. We are also taking topics for future webinars. Success stories and webinar requests can be sent to Champion@cms.hhs.gov.

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NEW/UPDATED CONTENT AND WEBINARS

New: January Champion Webinar: Getting Ready for the Tax Season

The Champion program is inviting you to join the CMS National Training Program Webinar: Getting Ready for the Tax Season **on January 20th from 2:00-3:00pm EST.**

This webinar presented by CMS and the IRS will explain the tax implications of the premium tax credits available in the Health Insurance Marketplace, the fees for not having minimal essential coverage, related forms, and more. Please click here to RSVP:

<https://goto.webcasts.com/starthere.jsp?ei=1066428>

New: Consumer-Facing Outreach Materials from CMS

Check out these recently-released CMS outreach materials. Partners interested in ordering CMS publications should visit the [CMS Product Ordering website](#).

New materials are being updated and will be posted to Marketplace.cms.gov

New materials:

5 Steps to Staying Covered Through the Marketplace Fact Sheet:

<https://marketplace.cms.gov/outreach-and-education/5-steps-fact-sheet.pdf>

Videos for Faith ACA Outreach Now Available: Three videos have been produced for faith communities to explain open enrollment in the Health Insurance Marketplace. The videos feature [Latino faith and community leaders](#) as well as featuring [African American leaders](#). A multi-faith video highlights [Catholic, Jewish, Muslim and Protestant faith leaders](#). Please share on social media and in other appropriate venues.

Bilingual video PSAs available: The videos feature Elianne Ramos, Principal and CEO of Speak Hispanic Communications, and Jose Plaza, National Director for Latino Engagement at Enroll America. These are 30-second videos (in English and Spanish) remind consumers to enroll by January 31, 2016.

#GetCovered before January 31

CMSHHSgov Channel URL: <https://youtu.be/l7w5rMuEuN0> use: <http://go.cms.gov/B4Jan31>

HealthCare.gov Channel URL: <https://youtu.be/zdOYkigUtGQ> use:

<http://go.cms.gov/EnrollJan31>

#Asegurate antes del 31 de enero

CMSHHSgov Channel URL: https://youtu.be/d5UBcal_7k4 use: <http://go.cms.gov/31Enero>

HealthCare.gov Channel URL: <https://youtu.be/4UxDZap6SI> use:
<http://go.cms.gov/31Enero2016>

Updated: HHS Partnership Center Webinars

CMS and the HHS Partnership Center have updated webinars on the health care law for faith and other community organizations. To RSVP, please click on the title of the webinar and submit the requested information.

[Affordable Care Act 101 for Individuals and Families](#)

January 12 at 1:00 pm EST

(Noon CST, 11:00 am MST, 10:00 am PST)

Please join the American Muslim Health Professionals (AMHP), the U.S. Department of Health and Human Services (HHS) and the Centers for Medicare & Medicaid Services (CMS) to learn more about the Affordable Care Act (ACA) and the health coverage options available for you and your family. The webinar will kick-off National Muslim Enrollment Weekend which is being held over Martin Luther King weekend (Jan 15-18), a weekend dedicated to community activism and service. Presentations will be delivered by Laila Alawa, CEO of Coming of Faith, Dr. Ihsan Bagby, Board Member, Muslim Alliance in North America, Lisa Carr, Senior Advisor, Centers for Medicare and Medicaid Services (CMS), Dr. Altaf Husain, Vice-President of Islamic Society of North America, and Jesse Moore, Associate Director Public Engagement at the White House.

[Health Insurance Options for Immigrant Families](#)

January 12 at 3:00 pm EST

(2:00 pm CST, 1:00 pm MST, Noon PST)

Please join the Centers for Medicare & Medicaid Services (CMS) and the HHS Partnership Center for a webinar on the benefits available to immigrant families through the Health Insurance Marketplace. We will discuss how to enroll and answer your questions. Open enrollment ends on January 31, 2016.

[How to Enroll in the Health Insurance Marketplace](#)

January 20 at 3:00 pm EST

(2:00 pm CST, 1:00 pm MST, Noon PST)

Open enrollment closes on January 31. Learn how to enroll in the Health Insurance Marketplace, key websites and resources on the law. Questions will be answered at the end of the webinar.

[Your Money, Your Goals Webinar](#)

January 21 at 1:00 pm EST

(Noon CST, 11:00 am MST, 10:00 am PST)

The Consumer Financial Protection Bureau has new tools available to help people strengthen their financial skills. Many people want to purchase items important for their health and well-being, but think they can't afford it. This webinar will highlight a new consumer toolkit with information on how to set goals, save and plan for purchases as well as track and manage income and spending. Tools and strategies for people with limited incomes will be shared.

Connecting Kids to Coverage

February 11 at 3:00 pm ET

(2:00 pm CT, 1:00 pm MT, Noon PT)

Children and teenagers in your congregation or community may qualify for free or low-cost health insurance coverage through [Medicaid](#) and the [Children's Health Insurance Program \(CHIP\)](#). Many parents may be eligible for Medicaid as well. Learn about the nationwide effort to identify children and youth eligible for Medicaid and the Children's Health Insurance Program (CHIP) and get them enrolled.

New: Latino Week of Action January 11-15 Activities

Next week is Latino enrollment week of action: January 11-15! There are many planned activities and below is just a preview of a few.

Monday, January 11 at 12noonET

Spanish-language #Asegurate Twitter Chat with Elianne Ramos

Please join CMS @CuidadoDeSalud, @HHSLatino and @GobiernoUSA for a twitter chat hosted by Elianne Ramos @ERGeekGoddess. CMS will answer questions and provide tips on how to pick a plan and reenroll in the Marketplace.

Sample promotional content:

- Consejos para obtener cobertura: Júntate en #Asegúrate con @ergeekgoddess @CuidadoDeSalud @GobiernoUSA, el 11 de enero @ 12pmET
- Tools to #GetCovered: Join #Asegurate in Spanish on Twitter w/ @ergeekgoddess @CuidadoDeSalud @GobiernoUSA on 1/11 @ 12pm ET

Tuesday, January 12 at 3pmET

HHS/CMS Webinar on Health Insurance Options for Immigrant Families

Please join CMS and the HHS Partnership Center for a webinar on the benefits available to immigrant families through the Health Insurance Marketplace. We will discuss how to enroll and answer your questions. [RSVP here](#).

Wednesday, January 13 at 1pmCST

#GetCoveredTX twitter chat with Harris County Public Health & Environmental

Services. Please join CMS @Healthcaregov and @CuidadoDeSalud for a twitter chat hosted by

Harris County Public Health & Environmental Services @HCPHES. CMS will answer questions and provide information on how to enroll in a health plan.

Sample promotional content:

- Join @HCPHES @HoustonHealth & @Healthcaregov on Jan. 13 @ 1pmCST using [#GetCoveredTX](#) for a chat on enrolling in #healthinsurance

NEWS AND UPDATES

New: Health Insurance Marketplaces 2016 Open Enrollment Period: January Enrollment Report

HHS announced that **more than 11.3 million** people are signed up for coverage through the Health Insurance Marketplaces in all 50 states and the District of Columbia.

Nationwide, almost **4 million people under 35** are signed up for Marketplace coverage through Dec 26. Of those, **nearly 3 million of them are ages 18 to 34**. That's more than a quarter of all plan selections.

The report demonstrates that Marketplace consumers are actively engaged in shopping and choosing the best plan for them. Among the 8.2 million reenrolling customers nationwide as of Dec 26, **more than half (4.2 million) came back, reviewed their information and actively selected a Marketplace plan**. About **60 percent** of people who actively reenrolled in HealthCare.gov states, or 2.2 million people, switched to a different plan than they had for 2015 coverage.

The report with state by state data tables is live here: <https://aspe.hhs.gov/health-insurance-marketplaces-2016-open-enrollment-period-january-enrollment-report>

The press release is live here: <http://www.hhs.gov/about/news/2016/01/07/11-million-individuals-nationwide-are-signed-up-through-the-health-insurance-marketplaces.html>

New: Health Insurance Marketplace Open Enrollment Snapshot Week 9: December 27, 2015 – January 2, 2016

Since Open Enrollment began on November 1, about 8.6 million consumers signed-up for health coverage through the HealthCare.gov platform or had their coverage automatically renewed. The Week 9 snapshot includes the New Year's holiday.

"As the holiday season ends and people across the country set goals for a healthier 2016, we're making sure they understand that there is still time to sign-up for quality and affordable health coverage through the Health Insurance Marketplaces," said Department of Health and Human

Services Secretary Sylvia Burwell. “For coverage starting on February 1, people must sign-up by the January 15 deadline.”

Similar to last year, each week, the Centers for Medicare and Medicaid Services (CMS) will release weekly Open Enrollment snapshots for the HealthCare.gov platform, which is used by the Federally-facilitated Marketplaces and State Partnership Marketplaces, as well as some State-based Marketplaces. These snapshots provide point-in-time estimates of weekly plan selections, call center activity and visits to HealthCare.gov or CuidadoDeSalud.gov. The final number of plan selections associated with enrollment activity to date could fluctuate as plan changes or cancellations occur, such as in response to life changes like starting a new job or getting married. In addition, the weekly snapshot only looks at plan selections and does not include the number of consumers who paid their premiums to effectuate their enrollment.

HHS will produce more detailed reports that look at plan selections across the Federally-facilitated Marketplace and State-based Marketplaces later in the Open Enrollment period.

Definitions and details on the data are included in the glossary.

Federal Marketplace Snapshot

Federal Marketplace Snapshot	Week 9 Dec 27 – Jan 2	Cumulative Nov 1 – Jan 2
Plan Selections (net)	83,297	8,608,232
Applications Submitted (Number of Consumers)	197,213	10,813,319
Call Center Volume	677,009	9,566,667
Average Call Center Wait Time	2 minutes 3 seconds	11 minutes 39 seconds
Calls with Spanish Speaking Representative	44,587	555,497
Average Wait for Spanish Speaking Rep	9 seconds	22 seconds
HealthCare.gov Users	1,945,053	19,908,596
CuidadoDeSalud.gov Users	98,208	953,708
Window Shopping HealthCare.gov Users	587,914	7,143,386
Window Shopping CuidadoDeSalud.gov Users	8,639	139,696

HealthCare.gov State-by-State Snapshot

Consumers across the country continued to explore their health insurance options by reaching out to a call center representative at 1-800-318-2596, attending enrollment events in their local communities, or visiting HealthCare.gov or CuidadoDeSalud.gov. Individual plan selections for the states using the HealthCare.gov platform include:

Week 9	Cumulative
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	Nov 1 – Jan 2
Alabama	177,158
Alaska	21,645
Arizona	172,955
Arkansas	65,899
Delaware	26,528
Florida	1,569,551
Georgia	517,715
Hawaii	11,591
Illinois	348,346
Indiana	182,348
Iowa	49,595
Kansas	87,994
Louisiana	189,169
Maine	78,377
Michigan	324,359
Mississippi	95,399
Missouri	258,696
Montana	55,552
Nebraska	79,500
Nevada	76,368
New Hampshire	50,876
New Jersey	260,323
New Mexico	47,649
North Carolina	558,892
North Dakota	19,857
Ohio	225,207
Oklahoma	130,256
Oregon	133,776
Pennsylvania	412,914
South Carolina	199,385
South Dakota	22,967
Tennessee	236,021
Texas	1,108,935
Utah	151,058
Virginia	387,470
West Virginia	34,594
Wisconsin	218,394
Wyoming	20,913

Glossary

Plan Selections: The weekly and cumulative metrics provide a preliminary total of those who have submitted an application and selected a plan. Each week's plan selections reflect the total number of plan selections for the week and cumulatively from the beginning of Open Enrollment to the end of the reporting period, net of any cancellations from a consumer or cancellations from an insurer during that time.

Because of further automation in communication with issuers, the number of net plan selections reported this year account for issuer-initiated plan cancellations that occur before the end of Open Enrollment for reasons such as non-payment of premiums. This change will result in a larger number of cancellations being accounted for during Open Enrollment than last year. Last year, these cancellations were reflected only in reports on effectuated enrollment after the end of Open Enrollment. As a result, there may also be a smaller difference this year between plan selections at the end of Open Enrollment and subsequent effectuated enrollment, although some difference will remain because plan cancellations related to non-payment of premium will frequently occur after the end of Open Enrollment.

Plan selections will include those consumers who are automatically re-enrolled into their current plan or another plan with similar benefits, which occurs at the end of December.

To have their coverage effectuated, consumers generally need to pay their first month's health plan premium. This release does not include totals for effectuated enrollments.

New Consumers: A consumer is considered to be a new consumer if they did not have Marketplace coverage at the start of Open Enrollment.

Renewing Consumers: A consumer is considered to be a renewing consumer if they had 2015 Marketplace coverage at the start of Open Enrollment and either actively select the same plan or a new plan for 2016 or are automatically re-enrolled into their current plan or another plan, which occurs at the end of December.

Marketplace: Generally, references to the Health Insurance Marketplace in this report refer to 38 states that use the HealthCare.gov platform. The states using the HealthCare.gov platform are Alabama, Alaska, Arizona, Arkansas, Delaware, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Michigan, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Jersey, Nevada, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, West Virginia, Wisconsin, and Wyoming.

HealthCare.gov States: The 38 states that use the HealthCare.gov platform for the 2016 benefit year, including the Federally-facilitated Marketplace, State Partnership Marketplaces and State-based Marketplaces.

Applications Submitted: This includes a consumer who is on a completed and submitted application or who, through the automatic re-enrollment process, which occurs at the end of December, had an application submitted to a Marketplace using the HealthCare.gov platform. If determined eligible for Marketplace coverage, a new consumer still needs to pick a health plan (i.e., plan selection) and pay their premium to get covered (i.e., effectuated enrollment). Because families can submit a single application, this figure tallies the total number of people on a submitted application (rather than the total number of submitted applications).

Call Center Volume: The total number of calls received by the Federally-facilitated Marketplace call center over the course of the week covered by the snapshot or from the start of Open Enrollment. Calls with Spanish speaking representatives are not included.

Calls with Spanish Speaking Representative: The total number of calls received by the Federally-facilitated Marketplace call center where consumers chose to speak with a Spanish-speaking representative. These calls are not included within the Call Center Volume metric.

Average Call Center Wait Time: The average amount of time a consumer waited before reaching a customer service representative. The cumulative total averages wait time over the course of the extended time period.

[HealthCare.gov](#) or [CuidadodeSalud.gov](#) Users: These user metrics total how many unique users viewed or interacted with [HealthCare.gov](#) or [CuidadodeSalud.gov](#), respectively, over the course of a specific date range. For cumulative totals, a separate report is run for the entire Open Enrollment period to minimize users being counted more than once during that longer range of time and to provide a more accurate estimate of unique users. Depending on an individual's browser settings and browsing habits, a visitor may be counted as a unique user more than once.

Window Shopping HealthCare.gov Users or CuidadoDeSalud.gov Users: These user metrics total how many unique users interacted with the window-shopping tool at HealthCare.gov or CuidadoDeSalud.gov, respectively, over the course of a specific date range. For cumulative totals, a separate report is run for the entire Open Enrollment period to minimize users being counted more than once during that longer range of time and to provide a more accurate estimate of unique users. Depending on an individual's browser settings and browsing habits, a visitor may be counted as a unique user more than once. Users who window-shopped are also included in the total HealthCare.gov or CuidadoDeSalud.gov user total.

New: Open Enrollment Trends: Selected HealthCare.gov Statistics prior to the January 1, 2016 Coverage Deadline, December 22, 2015

Since Open Enrollment began on November 1, millions of Americans have learned about the financial help available and selected quality plans through the Marketplace for 2016. While six weeks remain before the final deadline, early consumer behavior and enrollment trends are

beginning to surface. The following charts provide a preliminary analysis of plan selections ahead of the deadline for January 1 coverage through the HealthCare.gov platform.

Click here to access the rest of the Factsheet: [\(LAVANYA INSERT LINK FOR ATTACHED PDF\)](#)

New: Monthly Medicaid Enrollment Report - October 2015

Today, the Centers for Medicare & Medicaid Services (CMS) posted the monthly Medicaid enrollment report for October 2015. The Medicaid & CHIP: October 2015 Monthly Applications, Eligibility Determinations and Enrollment Report (December 30, 2015) and data was posted on the Medicaid and CHIP Application, Eligibility Determination, and Enrollment Data web page at <http://www.medicaid.gov/medicaid-chip-program-information/program-information/medicaid-and-chip-enrollment-data/medicaid-and-chip-application-eligibility-determination-and-enrollment-data.html>.

This monthly report on state Medicaid and Children’s Health Insurance Program (CHIP) data represents state Medicaid and CHIP agencies’ eligibility activity for the calendar month of October 2015.

TAX UPDATES

New: Tips on Taxes: Recommended Video Resource

As tax season approaches, we’ll be featuring information that you can use when helping consumers understand how their insurance coverage may affect their tax filing process.

Reminder: Taxpayers who enrolled in coverage through the Health Insurance Marketplaces and received [advance payments of the premium tax credit \(APTC\)](#) must reconcile the total APTC they received during the year with the amount of [premium tax credit \(PTC\)](#) for which they are eligible based on their income using a tax statement from their Marketplace called a [Form 1095-A](#). Specifically, consumers should use information from their Form 1095-A to complete [Form 8962—Premium Tax Credit](#).

Recommended Resource: To help consumers better understand how premium tax credits work, we encourage you to check out the video, “How premium tax credits work,” [posted on this page of HealthCare.gov](#). This video, which is also [available in Spanish](#), can help consumers make the connection between receiving APTC throughout the year and reconciling this financial assistance during tax time.

For more tax –related information and tips, see “[Taxes & the Health Insurance Marketplace](#)” section on HealthCare.gov, the “[Tax information](#)” section on Marketplace.CMS.gov, and the “[Affordable Care Act Tax Provisions](#)” section of the IRS website.

SOCIAL MEDIA UPDATES

New Year/Holidays

- Find affordable health coverage to start the New Year! <http://go.cms.gov/EnrollJan31> #GetCovered @healthcaregov
 - Encuentra un seguro de salud para empezar el #AñoNuevo #Asegúrate en @CuidadoDeSalud <http://go.cms.gov/31Enero2016>
- The clock is ticking! Visit @healthcaregov and start the New Year right with 2016 coverage. #GetCovered <http://go.cms.gov/B4Jan31>
 - ¡El tiempo corre! Viste @CuidadoDeSalud y empiece bien el #AñoNuevo con seguro de salud. <http://go.cms.gov/31Enero> #Asegúrate
- Make an important investment in your health for the New Year @healthcaregov <http://go.cms.gov/B4Jan31>
 - Invierte en tu salud este #AñoNuevo. #Asegúrate en @CuidadoDeSalud <http://go.cms.gov/31Enero2016>
- Most people qualify for financial help. Explore your options to #GetCovered @healthcaregov <http://go.cms.gov/B4Jan31>
 - La mayoría de personas califican para ayuda financiera. Explora tus opciones. #Asegúrate @CuidadoDeSalud <http://go.cms.gov/31Enero>
- Find the 2016 plan that fits your budget and needs. <http://go.cms.gov/EnrollJan31> #GetCovered
 - Encuentra un seguro de salud para el 2016 que se ajuste a tu presupuesto y necesidades. <http://go.cms.gov/31Enero> #Asegúrate

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/@HSGov/on-the-road-for-open-enrollment-fe01a8b48358#.fm4pagep8>

Press Release from Thursday, January 7

Title: 11.3 million individuals nationwide are signed up through the Health Insurance Marketplaces

Link: <http://www.hhs.gov/about/news/2016/01/07/11-million-individuals-nationwide-are-signed-up-through-the-health-insurance-marketplaces.html>

Press Release from Wednesday, January 6

Title: Statement by HHS Secretary Sylvia M. Burwell on H.R. 3762

Link: <http://www.hhs.gov/about/news/2016/01/06/statement-hhs-secretary-sylvia-m-burwell-hr-3762.html>

Blog from Wednesday, January 6

Title: Andrew's #GetCovered Story: Insuring a Healthy New Year

Link: <http://www.hhs.gov/blog/2016/01/06/andrew-s-getcovered-story-insuring-healthy-new-year.html>

Press Release from Friday, December 18

Title: Statement by Secretary Sylvia M. Burwell on the Affordable Care Act

Link: <http://www.hhs.gov/about/news/2015/12/18/statement-by-secretary-sylvia-m-burwell-on-the-affordable-care-act.html>

Blog post from Wednesday, December 30

Title: How to get 2016 health insurance for February 1, 2016

Link: <https://www.healthcare.gov/blog/2016-health-insurance-coverage-starts-february-1/>

-CMS Office of Communications, Partner Relations Group