

Centers for Medicare & Medicaid Services
Champion for Coverage
Conference Call
Moderator: Susie Butler
November 14, 2013
2:00 p.m. ET

Operator: Good morning, my name is (Tiffany) and I will be your conference facilitator today. At this time, I would like to welcome everyone to the Centers for Medicare and Medicaid Service Champion for Coverage conference call.

All lines have been placed on mute to prevent any background noise. After the speakers' remarks, there will be a question and answer session. If you would like to ask a question during this time, simply press star, then the number one on your telephone keypad. If you would like to withdraw your question, press the pound key. Thank you.

Susie Butler, Deputy Director of the Partners Relations Group, you may begin your conference.

Susie Butler: Thanks so much, (Tiffany). Welcome, everyone. I want to thank you for joining us today, and I also really want to give you a heartfelt thanks for all the work you're doing in the field. The education and outreach activities that you're engaging in makes all the difference in the world to us and we couldn't keep this movement going forward without your help, without your assistance and without your dedication.

Today, we have three speakers lined up to talk to you about different things going on in and around this program. First we have Mandy Cohen discussing navigators and other assisters, followed by Eliza Heppner from HRSA to talk about the community health centers and how you might want to interact with them.

And then finally we'll have Erin Pressley talking about some of the new materials and updated materials we have for outreach and enrollment and the things that you're very much involved with. So let me introduce, first of all

Mandy Cohen. She is the acting director of the consumer support group, the Center for Consumer Information and Insurance Oversight, which we fondly refer to as CCIIO. Mandy?

Mandy Cohen: Thanks, Susie. And good afternoon, everyone. I just wanted to quickly give you an update on all of the folks who are out there who are trained to do enrollment activities. I know you are working hard to work on outreach and education, getting folks to understand the new benefits, what the marketplace is. But there are a cadre of folks who have been trained and certified by us here at HHS to actually help folks do the enrollment. I think the folks that you heard about most often are our Navigators, those are folks that have gotten grants from HHS to perform enrollment and outreach activities.

But I wanted to today, just to talk about two other groups of folks that are out there to be partners with you. So as you are thinking through events, or others, or you want to refer the people who you are meeting and teaching about the marketplace, if you want to refer them for further assistance for enrollment, I wanted to let you know about them.

I will start by saying, all of these groups, no matter what flavor they are, navigators or others, you are all able to find them all on healthcare.gov through the Find Local Health tool. So if you go to healthcare.gov, it's in the top right corner, and there is a Find Local Health tool where you can enter your zip code and it will pull up, I think even a 100 mile radius, of all of the different types of organization that can be assisters. And so as you know, navigators have often gotten folks attention, but there are two other buckets that I wanted to bring to your attention.

So first are some of folks that we call enrollment assistance centers or enrollment assistance teams. That's how they show up in the Find Local Health tool. So if you see people who are listed as enrollment assistance centers, or enrollment assistance teams, these are folks who are working for HHS as contractors, to do enrollment activities. They are located in our top market, meaning the markets (of federally facilitated marketplaces that have the most number of uninsured folks. So there is going to be places, like Dallas, like Miami, Philadelphia, Phoenix, Atlanta and other larger markets.

They are not going to be located state-wide, as other navigators are, but are really concentrated in those particular markets. So if you are in any of those larger cities, these enrollment assistance centers or enrollment assistance teams are there for you to reach out to. And again, they are available both – there's a combination of activities that they do. Some have a store-front location that they've opened in the last week or so, or will continue to open. Or others are partnering with folks like yourselves, to attend events, to attend other functions, to connect with consumers to help on the enrollment side. So as you do your outreach pieces and want to make a connection – that's a resource for you.

And then the last batch of assisters, so we have navigators, we have these enrollment assisters, and then we had a whole group of folks who are called Certified Application Counselors, of which the largest part is our Community Health Centers. And some – we have a key member from another part of HHS who is going to talk specifically about the health centers and their role. But there are also, in addition to health centers, there are some community organizations and hospitals and others, who are in that space. Again, you can find them on that Find Local Help tool, so that you can connect with them directly and invite them to your events, refer your consumers to them.

But I just wanted to give you that update today, let you know that they were out there. And if we do – you know, always feel free to send up questions into the champion's mailbox if you want to make connections to any folks on the ground and you are having trouble making those connections, we can help you with that. So that's all I wanted to share today, and just thank you again for all the work you're doing, and we're looking forward to ramping up activities over the next several weeks.

Susie Butler: Do you have time for a couple questions?

Mandy Cohen: I do

Susie Butler: All right. I've got a couple here, and operator if you can ask people to queue up, I'll ask mine while they are getting in line. OK, all right. One of the

questions I have is I know that you have trained a lot of certified application counselors already. Is there room for others to become a counselor?

Mandy Cohen: Great question. So yes, we are always willing to have more folks trained to be certified application counselors. If you go to marketplace.cms.gov, right on the homepage there is a place where you can apply for your organization to be part of that program. There's no limit to that, and so we will be happy to have you. We do free training, if your organization does decide to be certified application counselor organizations, so you would go through some training. And then you could be listed in our find local help tool and we can refer folks to you. And so we have actually over 18,000 certified application counselors that have been trained so far.

That corresponds to over 2,000 organizations, so a lot of interest, but I would certainly welcome more.

Susie Butler: And how do people who come to a certified application counselor know that they are indeed a legitimate certified application counselor?

Mandy Cohen: Great question. So you know you're with someone who has been trained by us, no matter what flavor they are, by the fact that they should have a certificate that they completed that training. So we have asked the folks who have that certificate to display it. You could also cross reference that organization back to the find local help tool, to make sure that – you want to interact with that person to start with, but when you are sitting with someone, they should have that certificate with them and display it for you just so you know that you're with someone who has actually been trained.

Susie Butler: Perfect. (Tiffany), has anyone indicated that they would like to ask a question while Mandy is with us?

Operator: At this time, I would like to remind everyone, in order to ask a question, please press star, followed by the number one on your telephone keypad. We have a question from the line of Kevin Cropper. Your line is open.

Kevin Cropper: OK, this is Kevin Cropper speaking, can you hear me?

Susie Butler: We can.

Kevin Cropper: OK. My question (has to be) concerning the certified application counselors, and it's – (she's) saying that it's an organization, but can it be an individual who is interested in being a counselor, such as myself. I happen to be the senior pastor of a church, and we're interested in being able to get this information to the outlying community, and I was interested in being able to be trained to do it. I'm also an employee with the Department of Public Welfare, who is also working with the changes concerning the Affordable Care Act.

Mandy Cohen: (Kevin), thank you so much for both the question and for your interest. And so what I would say is that we very much want your help and need your help. And so what I would say is that if we could work this through your church that you're a member of and that the church became the designated organization and then thus you became trained under their umbrella, I think we can do this very easily and get you up to speed. It's a very simple process, and we'd be happy to walk you through it individually.

And so I am happy to get everyone here my e-mail address if you want to reach out directly, and we'll put you into the right queue for that. My e-mail address is Mandy M-A-N-D-Y dot (Cohen) C-O-H-E-N, at cms dot hhs dot gov.

Kevin Cropper: OK. Could you repeat that for me, please?

Mandy Cohen: No worries. It's Mandy, M-A-N-D-Y dot C-O-H-E-N at cms dot hhs dot gov. That is my e-mail, but I would also encourage you to look at marketplace.cms.gov which is where the simple applications for certified application counselor are. It's really just a one page questionnaire, it would be someone from your church who would have to – that organization would be able to fill it out. But that is totally fine, and then we designate the church, and then you would be trained.

Kevin Cropper: OK, fine. Thank you.

Mandy Cohen: Great, thanks (Kevin).

Operator: If you need to ask a question, that is star, one on your telephone keypad. We'll pause for just a moment to compile the Q&A roster. You have a participant in queue whose information has not been transcribed. If you could please state your first and last name, your line is open.

Sakina Coakley: Sakina Coakley.

Mandy Cohen: Hello.

Sakina Coakley: Hello?

Mandy Cohen: Hi.

Sakina Coakley: Hi, I have a question regarding the training. My organization has signed up at the marketplace Web site; however, as far as the training and certification, will we get some kind of e-mail or something that says that we're approved to go ahead and start the training process. Is that how that works?

Mandy Cohen: Yes, and great question, too. After you submit the application, we would get back to you saying, with a welcome packet and some information about how folks can start the training. So if that hasn't happened, it's usually one of two things. Either that – obviously something fell through the cracks, and our apologies for that. Or they needed some more information and we're in the back and forth process of trying to get that. So feel free to use my e-mail address or you can address that directly to cacquestions@cms.hhs.gov. And we don't have any backlog at this point of applications, so someone should be able to get back to you same day to either say, where you are in the process or if there was some sort of deficiency that we needed more information on.

Sakina Coakley: OK, thank you so much for answering my questions.

Susie Butler: Are there any more questions, (Tiffany)?

Operator: We have a question from the line of (Gaylene Kenoiten) Your line is open.

(Gaylene Kenoiten): Hi, good afternoon. My name is (Gaylene Kenoiten) and I'm with (Celebrity) healthcare, and we've been doing a series of enroll – celebrate healthcare enrollments in Virginia.

And we're getting ready to – in (Hanta Rose) and we're getting to expand across the Commonwealth. I just wanted to echo the pastor that was on earlier. We partner with the faith community, and many of the churches are interested in becoming CACs, so – and they will have office hours for it as well. So I am glad to hear that they will be able to sign up with the CACs.

I do have – the (Urban League) (they) have enrolled (and) several organizations have signed up to become CACs, and they signed up before October 31st and still haven't heard anything. So what should they do?

Mandy Cohen: So they can feel free to use my personal e-mail, it's Mandy...

(Gaylene Kenoiten): OK.

Mandy Cohen: M-A-N-D-Y dot cohen at cms.hhs.gov; or if they want to – I'm just going to forward it on to the team, so if they want to go to the team directly, it's CACquestions, with an S, CACquestions@cms.hhs.gov. But I am happy to also get them to the right place.

(Gaylene Kenoiten): OK, great. I appreciate it. Thank you.

Mandy Cohen: You're welcome.

Susie Butler: And (Tiffany), we have time for just one more question.

Operator: Your last question comes from the line of Fredette West. Your line is open.

Fredette West: Thank you. Hi, I'm Fredette West at African American Health Alliance and Racial and Ethnic Health Disparities Coalition. First of all, thanks for convening the call. The question is, with regard to advertisement, when will we start to see widespread, even basic advertisement with regard to enrollment; on buses and just everyday places.

Mandy Cohen: Hi, Fredette, it's Mandy. So I'll start and then I'll turn it back over to Susie. So as you know that given some of the issues we were having when October 1st hit, first with the government shutdown for three weeks, and then obviously with the technology issues; we wanted to make sure that we improved the technology before we drove more people to the Web site. And so we are nearing that point, where we're going to be ramping up our media efforts. I – again, we have been doing some amount of media, some radio, some small amounts of TV. Again, when we are doing those media and radio spots, it's going to be very local.

It's not going to be necessarily national spots. So it would be in some of the markets where there is a higher density of uninsured population based on this data. So it is possible that if you don't live in a federally facilitated marketplace state, or if you are not in one of those markets, that possible wouldn't be – see the advertising; we try to go where we can get the biggest bang for the buck, because as you can imagine, you know, money is pretty tight for that. So you see it – but understandably, we've been pretty silent on the media front until we could get the Web site fixed. But you're going to see that ramp up over the next few weeks and into December.

Fredette West: Good, because I understand all of what you're saying, and agree with the “why” of it, in understanding clearly the why of it. But knowing as the system gets to where the President is looking for it to be, there has to be that widespread basic advertisement; that everyone tends to come by, whether it's a metro or a bus or a hairdresser. It just has to be done in order to get to people. And I can understand about the markets and the limited money, but we've got to all of us do what we can to get people enrolled.

Susie Butler: And Fredette, this is Susie and I think one great thing that you bring up by saying everyone being involved; one thing you can do now is share messages through Facebook, through Twitter, through other social media marketing and social media, as well as good news stories about people who are ready to enroll or have enrolled that you've been able to successfully get through the system. And you can send those stories right through the champion mailbox and then our messages will include links on today's follow-up e-mail, which

will go out probably tomorrow morning, we'll get some links out with the Facebook and Twitter messages that you can share, or post your own.

So everything that...

Fredette West: I agree with that, too. But again, we've still got to get back to, when it's up and running the way that we all really want it to and know that it will be, we've still got to get to that basic everyday advertisement that's not technology driven.

Susie Butler: I totally agree with you, 100 percent; I totally agree with you. Thank you.

Fredette West: OK.

Mandy Cohen: Thanks.

Susie Butler: Mandy thank for your time. I know how busy you are.

Mandy Cohen: Thank you.

Susie Butler: All right. Well, let's move to our second speaker. I want to introduce to you Eliza Heppner. She's with HRSA. She's going to talk about the community health centers and how we can interact with them, both the work they do every day and especially what they're doing for the Affordable Care Act. Eliza.

Eliza Heppner: Yes, hi, thanks Susie for asking me to join this call. I'm not sure how familiar folks are on the call with HRSA we're the Health Resource and Services Administration, and we really focus on serving the uninsured, the underinsured and special needs populations. And so one of our biggest programs that hopefully many of you have heard of it the Community Health Center program. So the HRSA supported Health Center Program really provides comprehensive and (culturally) competent primary care services.

And Health Centers are community based, and they are really patient directed organizations. And so over the past few years with the passage of (ACA) and the ACA, we really increased the national impact of Health Centers and increased our numbers of patients served. So right now, Health Centers are

serving more than 21 million patients across the country each year, and they employ almost 148,000 staff. So the ACA has really created a great opportunity for Health Centers to be engaged in enrollment efforts. So over the summer, HRSA announced that we would award \$150 million to 1,159 Health Centers across the country.

So this money went to Health Centers that are really in every state, not just the federally facilitated market plays. And the purpose of the funding was to help Health Centers gain the resources to raise awareness about the various insurance options, but then also to do actual enrollment. And if you're familiar with Health Centers, Health Centers have been doing Medicaid enrollment for quite some time, so they are very familiar with the processes at hand. So we have asked all of our Health Centers to hire staff, so we expect that they're hired about 2,900 outreach and eligibility assistance workers. We've also asked them to become certified as CACs, which Mandy was talking about, or the state equivalent.

So in the state based marketplaces, whatever the state equivalent to the Federal CAC is. We – you know, (we liked) this aligned very well with other Federal efforts, such as the Navigator Program and the (state assisters) that Mandy was talking about. And it just provides another way for community members to gain access to assistance in shopping for health insurance. So Health Centers are doing in-reach to their current patients who might be uninsured, but then they are also doing outreach in their communities. So they could be a really great partner for you all to work with, if a. you're not – you know, trained to be an assister, or to be an enrollment person, but you know, want to partner with a Health Center and do an – and do the enrollment.

Health Centers have proven to be really trusted community providers, and because they are at every state, they – you know, they provide sort of easy access to an enrollment specialist. Health Centers are reporting quarterly on their enrollment numbers, and what they've been doing in communities. We have a link on our Web site that I think will go out through the e-mail that we talked about, where you can find Health Centers that are in your community, who are doing outreach and enrollment, so you can maybe reach out. HRSA also awarded money to the primary care associations in each state.

And so they are really helping our Health Centers pull together training materials, they are keeping abreast on what's happening in each state, and you know, keeping HRSA in the loop of what they're hearing from the field. And so they are another group that you are welcome to reach out to. I think, you know, Health Centers just have a long history of doing this type of work and would be more than happy to do it with you and to partner with you and to maybe plan events.

Also in the e-mail that Susie is going to send out, we do have a page on our Web site, on the HRSA Web site that sort of talks a little bit more in depth about what we're asking Health Centers to do, some of the requirements that we've asked of them and then we'll continue to sort of push out stories that we're hearing from the field.

And I think that's basically it on the Health Center front, you know, my e-mail is eh peppner@hrsa.gov . And I'm also happy to connect folks to Health Centers in their states or to share some best practices we've been hearing from the field. I think that's it. If there are questions.

Susie Butler: Well, Eliza, I'm going to start with a couple and then we'll see if the folks on the phone have some questions. That was going to be actually my first question. If someone – well, let me back up. The Champions for Coverage are doing education and outreach out in the field, and you mentioned the perfect marriage, which is meeting up with a Health Center for an enrollment event while they do the education and outreach. How would you see that happening, should they contact you to say they would like to do something together? Or how would you – in a perfect world, how would that happen?

Eliza Heppner: In a perfect world, I think you would contact the Health Center in your area directly; but if you, you know, are having issues or don't know who best to reach out to, you're welcome to contact me or – we do have another e-mail address. I know a million e-mail addresses are being thrown at you, but it's bphc-oe@hrsa.gov . And so if you're sort of struggling about who best to connect with, you can e-mail that e-mail box and they will be able to connect you to the health center in your area.

Susie Butler: OK. Is there an online link or directory that shows all the Health Centers, or is it best just to go to that Find Local Health button and look for a Health Center?

Eliza Heppner: So there is a link, because the health centers are, you know, in every state and community, it is actually a good idea to go to (our link) which is on the hrsa.gov Web site and there is Outreach and Enrollment link in there. And you can see (each one) who received funding.

Susie Butler: Oh, that's great. And I'll encourage people to do that. (Tiffany), let's open up the line to see if people have any questions for Eliza. And remember, this should be around Health Centers, maybe Health Centers and the work HRSA's doing for those Centers. So if you can open up the lines.

Operator: Again, to ask a question, that is star, one on your telephone keypad. We'll pause for just a moment to compile the Q&A roster. We have a question from the line of Janet Bilger. Your line is open.

Susie Butler: Janet?

Operator: There are no further questions in queue at this time.

Susie Butler: All right. Eliza, thank you so much for taking time to be with us today. And as Eliza mentioned, she sent several links just prior to the call. So we'll get those out in the summary that we're going to do and send out to all of you tomorrow. So look for those and we'll stay in touch with you. Now our next speaker is from (CMS) and is not a stranger to all of you. Her name is Erin Pressley, and she is the director of the Creative Services Group within the Office of Communications, and she is the one who brings you all the lovely publications and other communications that we use in reaching people about our programs and services. So, Erin, the floor is yours.

Erin Pressley: Great. Thank you, Susie. It's a pleasure to be back with everyone today and so I'll start out by apologizing if I am repeating anything that those of you who have been on previous calls I've already heard but I did just want to give you some updates about some of the materials that are available to you to help

you do the outreach that you do that's so important to the work that we're trying to do. All of the products that I'll mention today are available on marketplace.cms.gov .

Hopefully you've had a chance to visit that webpage by now. If you haven't, it's a great resource. We are constantly updating and posting new products to that site and that's really created and intended to be sort of a bit of a one-stop shop to get all kinds of outreach materials that you can use with consumers as well as some different training that you can use with your organizations and others who you're trying to get up to speed about the latest news on the marketplace.

One another things that I wanted to point out today is that we did reorganize some information on our publication's part of that site and get official resources. Those of you who are familiar with the site now that there are really only three major tabs and then some categories underneath there. So on our publication's part we now created a section just for open enrollment. So if you're looking for things, if you're doing specific open enrollment, outreach events, and you're just looking for some suggestions of the types of materials that might be useful for that purpose, we kind of reorganize those, see if there is one section you can go to instead of having to page through lots of material.

The other thing I'll mention and this came up I think on a previous call, we were kind of waiting around the beginning of our fiscal year and through referral and those types of things. We had a little bit of a delay in being able to reprint hard copies of some of our materials. We do now have pretty good availability of our prints doc available on the CMS warehouse and so these materials are available for the most part for you to order now from that warehouse if your organization has limited funding or needs a little bit of help with having some materials available. There is product ordering Web site that we use for all of these orders and the link to that ordering Web site is also available on marketplace.cms.gov.

It's at the very top of the publications page. And you do have to create an account if you have not been there before but it's a free service we just need that to be able to track the orders and to be able to notify you when new things

are available for order. So just wanted to let you know that some of the printed stock has been replenished and we have more available. We do at times for certain publications because there is so much demand. We do put quantity limits on those to make sure that we try to make that stock last as much as we can and get it out to as many organizations as possible.

For open enrollment as I mentioned we have a new category. We also have some new products for open enrollment. We created a poster, a post card and a customizable event flyer specifically with messaging around the open enrollment period. So those are available for both the individual marketplace as well as for SHOP, for the small employers. And we also updated some of our drop in article to make the messaging less future oriented and less of a coming-soon message and more of an apply-now kind of message.

So these drop-in articles are also available. We added a fact sheet about Medicare in the Marketplace and answer some of those questions that were top of mind around the beginning of October for people with Medicare and we added a new fact sheet last week for consumers who have been notified by their current insurance plans that their policies are not going to be offered last year, so next year, I'm sorry. So if they are being cancelled and need to go shop for a new plan we added a fact sheet with that information.

And then right around the end of September we posted a video in our multi-media section that actually walks through the screens to show how the online application and enrollment process work and that doesn't have any audio with it. It's just a video representation of the screens. We're working now to update those as well as to finalize a PowerPoint version with some screenshots that will give you more of a static walkthrough with some speaker notes along with it.

As you know because of some of the Web site processes that are being fixed some of the screens are in transition and are being changed and the wording maybe a little bit different on the actual site than is in that video that we posted about six weeks ago now. But it gives you a pretty good representation of the steps and the process. So we wanted to make sure you were aware that that was there too. A couple of more things. We did some new infographics.

So if you need some sort of one-page kinds of job aids that can kind of talk through a different parts of the process we have some more of those available.

We also posted fact sheets on appeals and exemptions. We have the actual appeal form online as well as the shop application for small employers. We just posted a PDF of that application yesterday on Marketplace. And previously that was only available on healthcare.gov if you go in and created an account. So we made that more accessible.

And then lastly I'll mention is that we did create a toolkit of materials. Some of them were existing materials that we kind of gathered them into a toolkit, specifically around people who are using the paper application process for the individual marketplace. So it includes the application itself and the instructions as well as lots of supporting materials like how to help consumers understand the plans and pricing and just basic things that they could – they should consider once using a plan. So those are all available as well.

I think those are the highlights. That's a lot of new things to absorb. So I'll stop there and see if there are any questions about any of that.

Operator: If you...

Susie Butler: Go ahead (Tiffany).

Operator: To ask a question that is star one on your telephone keypad.

Susie Butler: And while folks are queuing up I'm going to shoot in my couple of questions. Last time we talked Erin you explained to folks the process for co-branding. Would you mind covering that again?

Erin Pressley: Sure. So hopefully I'll get the same (inaudible) last time. I'll try to remember what the basics of this are but we do completely understand that there are organizations who may want to put their own organizational symbol or logo or something like that on our publications. We are absolutely open to having you do that if you have the resources to be able to print your own version. We're happy to be able to enter into an agreement with the (inaudible)

provides you the basic print files that would be needed of our materials so that you could add on your own logos and do your own printing.

Susie Butler: And if someone just wants to print a couple of copies do they need special permission to do that?

Erin Pressley: No. Absolutely. I think you know the files that are on marketplace.cms.gov are able to be downloaded. We've tried to design things so that they are easily downloadable, easily printable. And so if you just want to, kind of put out a few copies, things like the, you know, the customizable flyers certainly are made for exactly that purpose for you to be able to put your own information and mark on it as well as some of the raw materials.

Susie Butler: Perfect. Thanks Erin. Let's see if there is any questions for you. (Tiffany)?

Operator: Your next question comes from a line of Pete Cercheria, your line is open.

Pete Cercheria: Yes. Hi. I just wanted to check the information and the media that was just reviewed that was new. That's all at marketplace.gov but it's not segregated out under champion items but simply under the general resources provided that marketplace.gov, correct?

Erin Pressley: Right. That's correct. So it's marketplace.cms.gov. It's a Web site and the three major tabs there, the third of those is get official resources and that's where you'll find all of the information that I just walked through.

Pete Cercheria: OK. And so but they're not distinguished as new items. They're just listed in the pages of different publications, articles et cetera.

Erin Pressley: Yes. Exactly. We don't have any way to designate them as new editions.

Pete Cercheria: OK. Secondly, widgets; months ago I had completed an e-mail at the bottom of the widgets page. It does not appear that at least I wasn't able to be successful in inserting a widget on a Facebook page to function as it's intended. Facebook, I guess, just doesn't have the same programming that a Web site has. Do you know if that's doable or if there's somebody who can be referred to get an answer because I don't believe I ever received response

regarding the problems I had months ago, trying to place a widget on a Facebook.

Erin Pressley: Yes. Sorry about that. They should be able to be used on Facebook and other social media sites as well. If you could send your contact information, Susie, I don't know if we can use the partnership address, if you can give, then we (inaudible) in touch with somebody who can provide that technical assistance and we'll take a look at that as well as see if we need to post some additional instructions to make sure that that's available to folks.

Pete Cercheria: What's the address?

Susie Butler: It's partnership@cms.hhs.gov .

Pete Cercheria: OK. All right.

Susie Butler: And we have that Web site open right now. So we can response you.

Pete Cercheria: OK. Great.

Susie Butler: (Tiffany), any other questions?

Operator: We have a question from the line of (Julie Norton). Your line is open.

(Demi NaOmi): Hi. This is (Demi NaOmi). I was hoping that we can get a list of all the e-mail addresses that was given out today, number one. And number two; I'm calling from Virginia again and we're the ones to do the celebrate healthcare (inaudible). But our partner with several other radio stations here and they allow me to do healthcare minutes. So we can give updates back within the minute and they plan throughout the week. Is this on the sites you were talking about in terms of materials for outreach? Are there anything materials in terms of I mean using for the healthcare minutes that's already done?

Erin Pressley: We do – actually I'm looking as I'm talking to you to see, make sure that's anything. We did do some public service announcements.

(Demi NaOmi): OK. Great.

Erin Pressley: And so there are some 60 and 30 seconds PSA scripts available for the small business, the shop marketplace in particular as well as another radio PSA that's a more general information about the individual market. I think that we are planning to do some additional scripting for public service announcements and pulling some things that some of our regional offices have done in their local areas as well. So keeping in that area.

(Demi NaOmi): And what's the site – and what is the site again.

Erin Pressley: It's marketplace.cms.gov.

(Demi NaOmi): OK. Thank you.

Erin Pressley: You're welcome.

Susie Butler: And to answer your earlier question, we will get these sites out to you. It will probably be in the morning but we will get all the things moving for today out to you.

Operator: Your next question comes from a line of Danica Boch. Your line is open.

Danica Boch: Yes. Hi. Good afternoon. Thank you for providing this service. Would you try to find out if you are still a little bit of backlog and uploading all of the CACs and other assisters wants to be official navigator mass or particular state, I'm understanding there's a little bit of a backlog giving them all listed?

Erin Pressley: Mandy has left but I do know that for the most part, say, our products, it would be exception of some back and forth in validating some information. So if you have a question, if you applied and haven't heard, I would send your question to CAC questions, CACquestions@cms.hhs.gov and I can send that e-mail address out as well (inaudible) I'll follow-up.

Danica Boch: Wonderful. I'm working with a network of people across the country and some of them have e-mailed me to say that they have not been listed.

Erin Pressley: OK.

Danica Boch: So I will let them know as well when you send it to me.

Erin Pressley: Sure thing.

Danica Boch: Thank you.

Operator: You have a question from the line of Lynda Balkema. Your line is open.

Lynda Balkema: Hello. I am viewing the site for the Marketplace products and you mentioned earlier that you could order some of these products. I am seeing PDF downloads but I'd like to know how to order the poster in particular the CMS number 11729?

Erin Pressley: OK. If you are on a site now or if others are not in front of their computer and want to write down the specific instructions I'll give you both, a direct URL as well as sort of the navigation. So on marketplace.cms.gov if you click on the tab that says, "Get Official Resources" and then you click on "Publications and Articles" which is at the very top link. If that is open there is a sentence right at the top before you get into the actual products that says, "Many of these resources – many of the resources they're available on our products ordering Web site," and product ordering Web site is a live link.

So you would just find there and that automatically takes you to the registration page for our product ordering Web site. And then direct URL for those of you who just want to go directly to that product ordering Web site and Susie may be you can include this as well when you send out the e-mail addresses and links is <http://productordering.cms.hhs.gov>.

Lynda Balkema: Thank you very much.

Erin Pressley: You're welcome.

Susie Butler: And we will send that out to everyone. My list is getting longer and longer. I love it.

Operator: Your next question comes from the line of Lisa Peers. Your line is open.

Lisa Peers: Hello there. Thanks again for doing this information session. That's really helpful. The piece that you have about what to know about insurance

coverage cancellation letters, does that reflect the announcement today that they're going to be asking the insurers to give essentially a year's grace period.

Erin Pressley: It's a very timely question and I actually sent an e-mail to few folks right before at this call to see if we needed to make any updates to that fact sheet. It was posted last week before the announcements was made today obviously. So all of the – I did verify that all of the information in that fact sheet even after today these announcement is still correct. We will be – CMS will be issuing other policy statements and policy documents in the coming weeks around today's announcement and as there are additional information about how people can keep their current plan or current coverage we will add that to the fact sheet.

So there is nothing in there – in the current version that is inaccurate. Otherwise we would remove it but it will be updated with information about today's announcement.

Lisa Peers: Thank you.

Erin Pressley: You're welcome.

Operator: Your next question comes from a participant whose information was not provided. If you could please state your name, your line is open. There are no further questions in queue.

Susie Butler: Thank you (Tiffany). I have a couple that came into the partnership box. I want to type it real quick. One was somebody about hosting an informational session at a health center and asking what e-mail they need to respond to. If you will send an e-mail to the partnership box, partnership@cms.hhs.gov if you want to host an informational session we'll make sure that we hook you up with the folks at HRSA or at the community health centers in your area as well as with the regional office for CMS that's in your area and make sure that we can do some of that creative matchmaking that we like to do in the partnership world.

And then we also had a question about where we can find the forms that consumers need to use to request an exemption from obtaining health

insurance and as Erin mentioned earlier, information can be found at healthcare.gov/exemption. Depending on the reasons for the exemption there is a couple of options there but that will at least get you to the right (play).

We'll post that link along with the other things we've promised to you when we send out the follow-up tomorrow. I want to thank all three of our speakers today, Mandy Cohen, Eliza Heppner and Erin Pressley and we are planning to have another call for champions in two weeks, actually a little less than two weeks because two weeks from today it's thanksgiving and I have an idea that some of you have other things to do besides be on a call with us that day.

Thank you all and again as I said at the top of the hour. Thank you for the works you're doing. We appreciate it so much. If you have questions in the interim please send them to the champion mailbox. We'll monitor that as well as the partnership box. Thanks again. We'll talk to you soon.

Operator: Thank you for participating in today's Medicare and Medicaid Services Champion for coverage conference call. This will be available for replay beginning at 5 pm eastern time today November 14th, 2013 through the night on November 18th, 2013. The conference ID number for the replay is 99802110. The number to dial for the replay is 855-859-2056. This concludes today's conference call. You may now disconnect.

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