



January 10, 2014

Champions for Coverage:

Thank you to all who joined us on Wednesday's call (January 08): Updates for Champions for Coverage Call. If you were not able to join, the call will be posted at <http://cms.hhs.gov/Outreach-and-Education/Outreach/Partnerships/ChampionsForCoverage.html> within the next few weeks. Here are a few follow ups for you from that call:

Next Champion Call:

The next Champion call is on Wednesday, January 22, 2014 at 2:00 p.m. ET.

Participant Dial-In Number: 800-837-1935; Conference ID: 29543537.

In addition to hearing updates on the Marketplace, please join us to hear from the CMS Division of Training that will provide information and resources on health insurance literacy. We will not be taking live questions during the call. If you have questions or topics that you want covered, please submit them in advance (recommended) or during the call via email at Champion@cms.hhs.gov.

U.S. Department of Health & Human Services (HHS), Regional Directors:

On this week's Champion call, Emily Barson from the HHS Office of Intergovernmental and External Affairs provided you with an overview of the HHS Regional Directors' role in outreach and education. She encouraged you to directly contact the Regional Director in your region to collaborate on Marketplace outreach efforts. Please see the addendum at the end of this email listing their contact information. Do reach out and make sure to mention that you are a Champion for Coverage!

The following link provides a map of all 10 HHS Regional Offices, broken out by states: <http://www.hhs.gov/iea/regional/index.html>.

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. We also welcome you to share anecdotes from individual consumers who have successfully signed up for coverage.

If you are a Certified Application Counselor (CAC), please send your enrollment specific questions to CACquestions@cms.hhs.gov. Please remember to include your CAC designation number in the email subject line.

Reaching out to young people:

Enrollment into the Health Insurance Marketplace does not end until March 31. While we have over 2.1 million people enrolled, there is still a lot of work left to help enroll the millions of uninsured Americans. One of the biggest groups of uninsured are the young and healthy-categorized as those 18-35. We would love your help and expertise in reaching out to this particular population. Holding special educational events or partnering with organizations that serve this population are great ways to engage this age group. We also would love to hear from you about successes in working with this age group. We will collect stories and share them on the next Champion call, January 22. Please email stories and outreach strategies to Champion@cms.hhs.gov.

Updated Materials:

Go to Marketplace.cms.gov to get official resources for Marketplace open enrollment. There are a number of updated drop-in articles that you may use in your publications, news articles, etc.

Reminder: Consumer Information for January 1:

As mentioned on the call, CMS has posted information on Marketplace.cms.gov to address questions that consumers may have with the January 1 start of coverage through their selected health plan. Below is information for consumers on how to access their health plans as well as education factsheets explaining how health insurance works.

- What to know about seeing your doctor - <http://marketplace.cms.gov/getofficialresources/publications-and-articles/seeing-your-doctor.pdf>;
- What to know about getting your prescription medications - <http://marketplace.cms.gov/getofficialresources/publications-and-articles/getting-your-prescription-medications.pdf>;

- Appealing your insurers' decision not to pay - <http://marketplace.cms.gov/getofficialresources/publications-and-articles/appealing-your-insurers-decision-not-to-pay.PDF>;
- I signed up, but don't have health coverage. What should I do? - <http://marketplace.cms.gov/getofficialresources/publications-and-articles/signed-up-but-no-coverage.pdf>;
- Getting emergency care - <http://marketplace.cms.gov/getofficialresources/publications-and-articles/getting-emergency-care.pdf>;
- What you should know about early renewal of health coverage - <http://marketplace.cms.gov/getofficialresources/publications-and-articles/early-renewal-of-coverage.pdf>;
- What you should know about provider networks - <http://marketplace.cms.gov/getofficialresources/publications-and-articles/what-you-should-know-provider-networks.pdf>;
- Contacting your Health Plan's Customer Service Phone Number- (includes a link to a database containing the customer service phone numbers for all of the Qualified Health Plans <https://data.healthcare.gov/dataset/QHP-Customer-Service-Phone-Numbers/vryg-tdzf?>)- <http://marketplace.cms.gov/getofficialresources/publications-and-articles/contact-health-plan.pdf>;
- (New) Helping consumers with the application process: <http://marketplace.cms.gov/help-us/helping-consumers-with-application.PDF>;
- (New) Helping consumers with eligibility and plan selection: <http://marketplace.cms.gov/help-us/helping-consumers-with-eligibility.PDF>;
- Helping consumers with casework: <http://marketplace.cms.gov/help-us/helping-consumers-with-casework.pdf>;
- (New) Helping consumers with eligibility and the application process: <http://marketplace.cms.gov/help-us/eligibility-and-application-process.pdf>;
- (New) Have new Insurance? Here is what you need to know <http://www.whitehouse.gov/share/have-new-insurance-heres-what-you-need-know>.

Reminder: Open Enrollment Continues Until March 31, 2014:

Consumers have until March 31, 2014 to enroll for coverage through the Marketplace during this open enrollment period. We will continue to work to ensure that HealthCare.gov and our other enrollment channels continue to improve and are available for consumers looking to sign up for affordable coverage by the end of March and will continue to keep you updated with the latest

information. Consumers that enroll in coverage by March 31, 2014 will not have to pay the individual responsibility payment for the time that they are without health insurance coverage in 2014.

Please also remind consumers that if they want health insurance to begin on February 1, they will need to enroll by January 15. If they sign up between January 16 and February 15 their coverage won't begin until March 1.

Share your Story:

CMS has launched a new story collection tool on [HHS.gov/healthcare](http://www.hhs.gov/healthcare). A link to the tool is here: <http://www.hhs.gov/healthcare/facts/my-story/index.html>. This tool will help us collect enrollment stories. We have also created a widget and a badge for the “real people story tool.” We encourage you to post this on your website or in your signature line. <http://www.hhs.gov/healthcare/facts/widgets/>.

Upcoming Webinars from the HHS Partnership Office:

The HHS Partnership Center, who you might recall from their presentation on the December 4th Champion call, is offering several webinars through January. You can access call information and descriptions at: http://www.hhs.gov/partnerships/resources/aca_101-invite.html.

- 1) Topic: Latinos and the Health Insurance Marketplace (in Spanish)
Date: January 11 at 3:00 p.m. ET
- 2) Topic: How to Enroll in the Health Insurance Marketplace
Date: January 15 at 1:00 p.m. ET
- 3) Topic: Questions and Answers on the ACA
Date: January 30 at 3:00 p.m. ET

Additional Webinars:

- 1) Topic: Health Insurance Marketplace Refresher

The Centers for Medicare & Medicaid Services (CMS) invites you to a “Health Insurance Marketplace Refresher” as we enter the final months of open enrollment. During the call we will provide brief updates on the Marketplace and review essential program information, materials and resources. All questions should be submitted in advance to Partnership@cms.hhs.gov.

What: National Partners Call with CMS
– Health Insurance Marketplace Refresher

When: Thursday, January 16, 2014 @ 2:00 p.m. ET.

Call Info: Participant Line: 1-877-267-1577

Conference ID: 992 605 070

Webinar:

<https://cms.webex.com/cms/j.php?ED=218734867&UID=0&ORT=MiMxMQ%3D%3D>

- 2) The White House Initiative on Asian Americans and Pacific Islanders (AAPIs) invites you to join their Google Hangout in Chinese on Thursday, January 23, 2014 at 3:00 pm ET. The event will be live streamed on their Google+ [event page](#).

HHS blog posts about the Affordable Care Act and HealthCare.gov:

Blog post from Thursday, January 09:

Title: Blog: More than 2.8 million reasons for hope

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/01/reasons-for-hope.html>;

Blog post from Wednesday, January 08:

Title: Blog: Millions transitioning to coverage

Link: <https://www.healthcare.gov/blog/millions-transitioning-to-coverage/>;

Blog post from Friday, January 03:

Title: HealthCare.gov: Enrolling through Healthcare.gov: “The right thing to do”

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/01/alberts-enrollment-story.html>.

White House updates about the Affordable Care Act and HealthCare.gov:

Blog post from Thursday, January 9

Title: This is the Affordable Care Act: Giving Women at High risk for Breast Cancer Access to Free Chemoprevention Medication

Link: <http://www.whitehouse.gov/blog/2014/01/09/affordable-care-act-giving-women-high-risk-breast-cancer-access-free-chemoprevention>;

Blog post from Monday, January 6

Title: New Report shows 2012 Continued Trend of Slow Growth in Health Care Spending

Link: <http://www.whitehouse.gov/blog/2014/01/06/new-report-shows-2012-continued-trend-slow-growth-health-care-spending>.

-CMS Office of Communications, Partner Relations Group

US Department of Health and Human Services
Regional Directors Contact Information
<http://www.hhs.gov/iea/regional/index.html>

Region 1 - Boston

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Regional Director: Christie Hager

R1-ORD@hhs.gov

John F. Kennedy Federal Building

Government Center - Room 2100

Boston, MA 02203

Office: (617) 565-1500

Fax: (617) 565-1491

Region 2 – New York City

New Jersey, New York, Puerto Rico, US Virgin Islands

Regional Director: Jaime Torres

Jaime.Torres@HHS.gov

Jacob K. Javits Federal Building

26 Federal Plaza - Room 3835

New York, NY 10278

Office: (212) 264-4600

Fax: (212) 264-3620

Region 3 – Philadelphia

Delaware, District of Columbia, Maryland,

Pennsylvania, Virginia, West Virginia

Regional Director: Joanne Grossi

Joanne.Grossi@HHS.gov

The Public Ledger Building

150 South Independence

Mall West - Suite 436

Philadelphia, PA 19106-3499

Office: (215) 861-4633

Fax: (215) 861-4625

Region 4 - Atlanta

Alabama, Florida, Georgia, Kentucky, Mississippi,

North Carolina, South Carolina, Tennessee

Regional Director: Pamela Roshell

Pamela.Roshell@HHS.gov

Atlanta Federal Center

61 Forsyth Street, Room 5B95

Atlanta, GA 30303-8909

Office: (404) 562-7888

Fax: (404) 562-7899

Region 5 – Chicago

Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin

Regional Director: Kathleen Falk

Kathleen.Falk@hhs.gov

233 North Michigan Avenue, Suite 1300

Chicago, IL 60601

Office: (312) 353-5160

Fax: (312) 353-4144

Region 6 – Dallas

Arkansas, Louisiana, New Mexico, Oklahoma, Texas

Regional Director: Marjorie McColl Petty

Marjorie.Petty@HHS.gov

1301 Young Street, Suite 1124

Dallas, TX 75202

Office: (214) 767-3301

Fax: (214) 767-3617

Region 7 – Kansas City

Iowa, Kansas, Missouri, Nebraska

Regional Director: Stephene Moore

Stephene.Moore@HHS.gov

601 East 12th Street, Room S1801

Kansas City, MO 64106

Office: (816) 426-2821

Fax: (816) 426-2178

Region 8 - Denver

Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming

Regional Director: Kim Gillan

Kim.Gillan@hhs.gov

999 18th Street

South Terrace, Suite 400

Denver, CO 80202

Office: (303) 844-3372

Fax: (303) 844-4545

Region 9 – San Francisco

Arizona, California, Hawaii, Nevada

American Samoa, Commonwealth of the Northern Mariana Islands, Federated States of

Micronesia, Guam, Marshall Islands, Republic of Palau

Regional Director: Herb Schultz

Herb.Schultz@HHS.gov

90 Seventh Street

Federal Building, Suite 5-100

San Francisco, CA 94103
Phone: (415) 437-8500
Fax: (415) 437-8505

Region 10 – Seattle
Alaska, Idaho, Oregon, Washington
Regional Director: Susan Johnson
Susan.Johnson@HHS.gov
2201 6th Avenue, Suite 1036
Seattle, WA 98121
Office: (206) 615-2010
Fax: (206) 615-2087