



January 24, 2014

Champions for Coverage:

Today– Marketplace Conference Call – 2pm ET

Please join us on the weekly assister call today, Friday January 24th at 2pm ET where we will share strategies and best practices on how to maximize enrollment as we head into the final 10 weeks of Open Enrollment.

We are excited to announce that we will be joined by Dennis McDonough, the President's Chief of Staff, who wanted the opportunity to talk directly to those working on outreach and enrollment around the country.

What: Maximizing Enrollment Over the Next 10 Weeks with Special Guest, Dennis McDonough, Chief of Staff to the President of the United States;

Who should attend: This will be a joint conference call for Enrollment Assisters and Champions for Coverage;

When: Friday, January 24, 2014 from 2:00 p.m. - 3:00 p.m. ET (please dial in 5-10 minutes early);

Dial in: 866-501-5502, Conference ID: 46934534.

Thank you to all who joined us on Wednesday's webinar (January 22): Updates for Champions for Coverage Webinar. If you were not able to join, the webinar and call audio recording and transcript as well as the resources 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, February 05, 2014 at 2:00 p.m. ET.

Participant Dial-In Number: Participant: (855) 258-3677, Conference ID: 47039781.

We will not be taking live questions during the call. Please submit your questions in advance regarding Marketplace outreach and education via email at [Champion@cms.hhs.gov](mailto:Champion@cms.hhs.gov). Please include "Champion call question" in the subject line.

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](mailto: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](mailto:CACQuestions@cms.hhs.gov). Please remember to include your CAC designation number in the email subject line.

#### Updated Materials

Go to [Marketplace.cms.hhs.gov](http://Marketplace.cms.hhs.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.

#### Glossary of Terms

As mentioned on the call, you can access the “Glossary of Health Coverage and Medical Terms” to assist you with Health Literacy here: <http://www.dol.gov/ebsa/pdf/SBCUniformGlossary.pdf>. This is a great tool for you to use for trainings or to print and provide to consumers.

#### (Reminder) Immigration Resources

CMS has recently released new resources surrounding frequently asked questions on immigration status. Please take a look at the new resources and share with those in your community who can benefit from them.

- <https://www.healthcare.gov/help/citizenship-and-immigration-status-questions/>
- <https://www.healthcare.gov/help/immigration-status-questions/>
- <https://www.healthcare.gov/help/immigration-document-types/>

#### (Reminder) Promotional YouTube videos featuring Magic Johnson and Alonzo Mourning

As part of our sustained, aggressive outreach to young adults, we have launched new television ads featuring Magic Johnson and Alonzo Mourning to help raise awareness about the Health Insurance Marketplace. We know the young and healthy audience responds well to sports figures, and these 30 second ads feature two NBA legends that each have a compelling health story.

Magic video: <https://www.youtube.com/watch?v=PZcEqSqAWey> ;

Alonzo video: <https://www.youtube.com/watch?v=RXR5XcjLlck> .

#### Enrollment Operations Update

During the Enrollment Operations update it was mentioned a consumer whose individual health insurance plan is changing or not being offered in 2014 could call a toll-free number to ask questions and learn about their options. The number to call is 1-866-837-0677, (9 a.m. to 7 p.m. Monday through Friday, 9 a.m. to 5 p.m. Saturday and Sunday). Below is a fact sheet that outlines a consumer’s options if their individual health insurance plan is changing or being cancelled.

What if my individual health insurance plan is changing or being cancelled?

<https://www.healthcare.gov/what-if-my-current-individual-plan-is-changing-or-not-being-offered-in-2014/>.

#### Focused outreach-We need your help

Until Marketplace open enrollment ends March 31st, HHS plans to highlight a particular audience each week – while always maintaining focus on reaching out to the younger 18-35 year old population. For example, this week we will highlight the work of community health centers and providers. Here is a list of the upcoming focused outreach audiences. Your assister organizations may want to mirror HHS' larger campaign themes with events they are hosting. As a Champion you may get asked to participate in events in your community.

#### Schedule\*

- Week of Jan 20th – Community Health Center and Provider Week of Action;
- Week of Jan 27th – The Time is Now (and launch of the CMS Mom's Campaign);
- Week of Feb 3rd – Black History Month (and setting the stage for [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov) promotion);
- Week of Feb 10th – Youth Week (and continuing outreach to Latino & African American constituencies);
- Week of Feb 17th – Families (and National Heart Month);
- Week of Feb 24th – Latino Constituency Week;
- Week of March 3rd – Kick off for the last month of open enrollment;
- Week of March 10th – March Madness;
- Week of March 17th – Anniversary of the Affordable Care Act;
- Week of March 24th – Don't miss out.

\*Note that the schedule may be subject to change.

#### New Messaging: New Year, New Coverage

The following talking points can be used as engage in outreach, education, and working with community partners.

- Across the United States, millions of Americans are signing up for quality, affordable health insurance through the new Health Insurance Marketplace. We are encouraged by the strong response:
  - More than 8 million people have signed up for private insurance through the Marketplace, have learned they're eligible for Medicaid, or have renewed their Medicaid coverage.
  - More than 2.1 million people have enrolled in private insurance through the Marketplace.
  - 6.3 million people have learned they're eligible for Medicaid or have renewed their coverage.
  - This doesn't include the more than 3 million young adults who've already gained coverage because the ACA allows them to stay on their parent's plan until age 26.

- It's a New Day: Millions of Americans now have health insurance that's there when they need it, at a price they can afford. And as of January 1, millions of Americans have new rights and protections:
  - No one can be denied coverage because of a preexisting condition like high blood pressure, diabetes, or asthma.
  - No woman in this country can be charged more for coverage just because she's a woman.
  - No American will have to worry about being covered but being so sick that they reach an annual limit—and see their coverage run out when they need it most.
  - No American will ever have to worry about going without health coverage when they lose their job.
  - And there is more financial help for small businesses to cover their employees than ever before.
- The Marketplace is a new way to get covered with private, affordable health insurance. You can see your options, find out if you qualify for lower costs, and sign up for coverage all in one place.
- Sign up today, for coverage can start soon. If you need more time to compare your options and talk things over with your family, you still have time to find the plan that's right for you. Open enrollment lasts until March 31.

#### This Week's Social Media Push

For James, a 29 year old in Pensacola, FL, a normal week involves hunting, welding, fishing, and before January 1<sup>st</sup>, worrying about his lack of health insurance.

VIDEO: <https://www.youtube.com/watch?v=Skshnsxqt7w> .

Hunting, fishing, welding, and health care: James' #GetCovered Story

- [Retweet @Sebelius](#) or [@HHSGov](#) ;
- Hunting, fishing, welding, & health care—you'll want to watch James' #GetCovered story: <http://go.usa.gov/Bqjm> ;
- "They just wouldn't cover me, because I'm a diagnosed diabetic."—read James's story: <http://go.usa.gov/Bqjm> #GetCovered;
- A hunter and welder, James said that living without health coverage was "terrifying." Watch his story: <http://go.usa.gov/Bqjm> #GetCovered;
- James calls getting health insurance "one of the most relieving things ever." Watch his #GetCovered story: <http://go.usa.gov/Bqjm> .

HHS releases updated enrollment numbers for Medicaid and CHIP

On Wednesday, January 22, CMS released the latest enrollment report for Medicaid and CHIP.

You can find the report here: <http://medicaid.gov/AffordableCareAct/Medicaid-Moving-Forward-2014/Downloads/December-2013-Enrollment-Report.pdf> .

Marketplace Establishment Grants Awarded

On Wednesday, January 22, the Centers for Medicare & Medicaid Services (CMS) awarded a new round of Marketplace Establishment Grants to 9 states. This funding will help states build and operate their Affordable Insurance Marketplaces.

Level 1 Grantees: Arkansas, Delaware, Mississippi, Nevada, New Hampshire, New Mexico, Rhode Island, Utah, Washington

Link to fact sheet: <http://www.cms.gov/cciio/Resources/Marketplace-Grants/ar.html>;  
Here's the main landing page for each state: <http://www.cms.gov/cciio/Resources/Marketplace-Grants/>.

(Reminder) 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/>. 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/index.html> .

(Reminder) Upcoming Webinars from the Small Business Administration (SBA)

Health care continues to be an important issue for small business owners. The Small Business Administration and Small Business Majority are committed to helping businesses navigate the changes and opportunities in health care through the Affordable Care Act 101 webinar series. Each week, small business owners can learn the basics of the Affordable Care Act and how they can enroll in small business health insurance marketplaces. Other topics discussed include insurance reforms, the small business health care tax credit, and employer shared responsibility provisions. SBA representatives help small business owners understand the facts of the Affordable Care Act so they can make informed decisions about providing health insurance for their employees.

The Affordable Care Act 101 takes place every Thursday at 2 PM ET. Below are the registration links for upcoming presentations.

- Thursday, January 30 at 2:00 PM ET: [Click to Register](#);
- Thursday, February 6 at 2:00 PM ET: [Click to Register](#);
- Thursday, February 13 at 2:00 PM ET: [Click to Register](#);
- Thursday, February 20 at 2:00 PM ET: [Click to Register](#);
- Thursday, February 27 at 2:00 PM ET: [Click to Register](#).

For more information on how the new health care law affects small businesses, check out [www.businessusa.gov/healthcare](http://www.businessusa.gov/healthcare).

Upcoming Webinars from the HHS Partnership Center

The HHS Partnership Center has updated webinars on the health care law for faith and community leaders. All webinars are open to the public and include a question and answer session. Visit [http://www.hhs.gov/partnerships/resources/aca\\_101-invite.html](http://www.hhs.gov/partnerships/resources/aca_101-invite.html) for more information.

[Questions and Answers on the ACA](#)

January 30 at 3:00 pm ET;

To Join By Phone Only, Dial 314-627-1518, Access Code: 685-210-347.

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

February 4 at 3:00 pm ET;

To Join By Phone Only, Dial 702-489-0008, Access Code: 217-541-652.

[Health Care Law 101 – Health Insurance Marketplace](#)

February 5 at 7:00 pm ET;

To Join By Phone Only, Dial 646-307-1001, or 1-877-309-2071, Access Code: 794-779-097.

[Latinos and the Health Insurance Marketplace \(in Spanish\)](#)

February 8 at 4:00 pm ET;

To Join By Phone Only, Dial 909-259-0027 or 1-877-309-2071, Access Code: 767-788-278.

[Latinos y la Ley De Cuidado de la Salud a Bajo Precio](#)

\*En Español\*

Sabado, 8 de febrero 4:00 – 5:00 pm ET;

Para participar en la llamada, marque 1-877-309-2071 o 909-259-0027. Código de acceso 767-788-278.

HHS blog posts about the Affordable Care Act and [HealthCare.gov](#):

Blog post from Friday, January 24:

Title: Milestone: 3 Million in Marketplaces

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/01/three-million-in-marketplaces.html>

Blog post from Thursday, January 23:

Title: Hunting, fishing, welding, and health care: James' #GetCovered story

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

Blog post from Wednesday, January 22:

Title: Medicaid and CHIP Eligibility Determinations Rise in December

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/01/medicaid-chip-determinations-december.html>

White House updates about the Affordable Care Act and [HealthCare.gov](#):

Blog post from Thursday, January 23

Title: Health Coverage Before the ACA, And Why All Americans Are Better Off Now

Link: <http://www.whitehouse.gov/blog/2014/01/23/health-coverage-aca-and-why-all-americans-are-better-now>

-CMS Office of Communications, Partner Relations Group