



January 31, 2014

Champions for Coverage:

Thank you to all who joined us on last week's two calls, Wednesday's (Jan. 22) Champion webinar and Friday's (Jan. 24) Assister/Champion Call. If you were not able to join the Jan. 22 Champion webinar, the recording, transcript, and resources will be posted within the next few weeks at:
<http://cms.hhs.gov/Outreach-and-Education/Outreach/Partnerships/ChampionsForCoverage.html>.

Here are a few follow ups for you from the Jan. 22 call:

Next Champion Call

The next Champion call is on Wednesday, February 5, 2014 at 2:00 p.m. ET.

Dial-In Number: (855) 258-3677; Conference ID: 47039781

We will address a number of topics including how best to leverage social media to promote the Marketplace. We will not be taking live questions during the call. Please submit your questions in advance regarding Marketplace outreach and education and social media via email at Champion@cms.hhs.gov. Please include "Champion call question" in the subject line.

We want to hear from you!

We haven't received any success stories a few weeks. We greatly appreciate you sharing 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.

If you are not a Certified Application Counselor (CAC), but have enrollment specific questions, please call the Marketplace Call Center at: 1-800-318-2596 or go to Healthcare.gov to find additional information.

Updated Materials

Go to [Marketplace.cms.hhs.gov](https://www.healthcare.gov/help/citizenship-and-immigration-status-questions/) 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.

(Updated) 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/>
- (New) <https://www.healthcare.gov/what-do-immigrant-families-need-to-know/>

(New) [HealthCare.gov](https://www.healthcare.gov/what-if-i-want-to-change-marketplace-plans-after-i-enroll/) tip sheet: What if I want to change Marketplace plans after I enroll?

Please check out this new factsheet that provides further information on when a consumer can cancel or change a plan after enrolling through the Marketplace: What if I want to change Marketplace plans after I enroll?

<https://www.healthcare.gov/what-if-i-want-to-change-marketplace-plans-after-i-enroll/>

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 Feb 3rd – Black History Month (and setting the stage for [CuidadoDeSalud.gov](https://www.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.

Local Coalition Work and How You Can Plug In

HHS regional offices are convening local coordinating tables in communities with high uninsured populations in Federally-facilitated Marketplace states. These local coalitions bring together all the stakeholders working towards Marketplace enrollment to leverage local resources to maximize enrollment. We encourage Champions to participate in the local coordinating tables to better assist consumers by partnering with other stakeholder organizations. Champions who aren't yet aware of the coalition activity in their communities can reach out to HHS regional directors to get connected: <http://www.hhs.gov/iea/regional>.

(Reminder) Share your Story

CMS has launched a new story collection tool on [HHS.gov/healthcare](https://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, 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.

(Reminder) 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 for more information.

[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

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

Blog post from Friday, January 24:

Title: Putting His Entrepreneurial Skills to Work: Chris' #GetCovered Story

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

Blog post from Tuesday, January 28:

Title: 6 Things to know about deductibles in the Health Insurance Marketplace

Link: <https://www.healthcare.gov/blog/6-things-to-know-about-deductibles-in-the-health-insurance-marketplace/>

Blog post from Friday, January 24:

Title: A new Day for Florida: On the Road in Jacksonville

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/01/new-day-in-florida.html>

Happy Lunar New Year!

-CMS Office of Communications, Partner Relations Group