



February 7, 2014

Champions for Coverage:

Thank you to all who joined us on this Wednesday's (Feb. 5) Champion for Coverage Call. If you were not able to join the Feb. 5 Champion Call, the recording and transcript will be posted on the Champion page 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 Feb. 5 call:

### Next Champion Call

The next Champion call is on Wednesday, February 19, 2014 at 2:00 p.m. ET.

Dial-In Number: (855) 258-3677 / Conference ID: 47040109

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!

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](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.

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](http://Healthcare.gov) to find additional information.

### Links mentioned on this week's call:

We want to again thank Dena Olyaie from the CMS Office of Communications, Division of Digital Marketing, for providing an excellent overview of how to leverage social media to promote the

Marketplace and enrollment. Please check out the following links to get you, your organization, and your community connected to all of [HealthCare.gov](https://www.healthcare.gov)'s social media resources!

<https://www.healthcare.gov/connect/>  
<https://www.cuidadodesalud.gov/es/connect/>

University of Arizona Medical Center Campus Enrollment Event - Friday, February 7

We heard from Jeanette Contreras about the University of Arizona Medical Center campus enrollment event. This Friday, February 7, we are co-hosting a multi prong enrollment event at the University of Arizona with the Hispanic Serving Health Professions Schools, Inc., a national non-profit organization and Champion for Coverage, composed of 33 member schools of medicine and schools of public health that strive to improve the health of Hispanics through academic development, research initiatives and training. Health Insurance Navigators from the Pima County Access Program will be on site to answer questions and assist students with enrollment. Navigators will also staff a booth at an adjoining Diversity Celebration hosted the University of Arizona Zuckerman College of Public Health that same day.

[http://azstarnet.com/news/blogs/health/subsidized-health-insurance-info-at-the-ua-friday/article\\_146ce8f4-8ebf-11e3-ad83-001a4bcf887a.html](http://azstarnet.com/news/blogs/health/subsidized-health-insurance-info-at-the-ua-friday/article_146ce8f4-8ebf-11e3-ad83-001a4bcf887a.html)

## Updated Materials

Go to [Marketplace.cms.gov](https://www.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. Also, there are many updated factsheets on [HealthCare.gov](https://www.healthcare.gov) that offer tips for consumers:

(NEW) College Student Resources on [Healthcare.gov](https://www.healthcare.gov)

There is a new resource page for College Students on [Healthcare.gov](https://www.healthcare.gov), providing helpful information on what college students need to know about the Marketplace, including: what to do if he or she has a student health plan or coverage on a parent's plan; filing a tax return; ,and eligibility for Medicaid coverage. The new page can be found here: If I'm a college student, what do I need to know about the Marketplace?

<https://www.healthcare.gov/if-i-m-a-college-student-what-do-i-need-to-know-about-the-marketplace/>

Newly added factsheets:

- Contacting Your Health Plan's Customer Service Phone Number  
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/contact-health-plan.pdf>
- What to know about getting your prescription medications  
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/getting-your-prescription-medications.pdf>
- What you should know about provider networks  
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/what-you-should-know-provider-networks.pdf>

- Appealing your insurer's decision not to pay  
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/appealing-your-insurers-decision-not-to-pay.PDF>
- What you should know about seeing your doctor  
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/seeing-your-doctor.pdf>
- Getting emergency care  
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/getting-emergency-care.pdf>
- I signed up, but don't have health coverage  
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/signed-up-but-no-coverage.pdf>
- What You Should Know About Early Renewal of Health Coverage  
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/early-renewal-of-coverage.pdf>

As a reminder, here are the links on [HealthCare.gov](http://www.healthcare.gov) regarding 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.

- Citizenship and immigration status questions:  
<https://www.healthcare.gov/help/citizenship-and-immigration-status-questions/>
- Immigration status questions:  
<https://www.healthcare.gov/help/immigration-status-questions/>
- Immigration document types:  
<https://www.healthcare.gov/help/immigration-document-types/>
- What do immigrant families need to know about the Marketplace?:  
<https://www.healthcare.gov/what-do-immigrant-families-need-to-know/>

(Reminder) [HealthCare.gov](http://www.healthcare.gov) 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/>

## (Reminder) 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 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](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.

## Health Insurance Marketplace Moms Outreach and Education Campaign

*The Centers for Medicare & Medicaid Services (CMS) issued the following joint statement on Thursday, February 5, 2014 from Julie Bataille, director of CMS Office of Communications:*

“As part of our sustained, aggressive outreach to uninsured young adults, we have launched a new television ad targeting Moms of young adults - to help raise awareness about new affordable health coverage options available for them in the Health Insurance Marketplace. Young adults see their Moms as a trusted information source, and the purchase of health insurance is important to mothers with adult children and to young adults themselves. This ad is one more way we are working to reach young adults in ways that will motivate them to sign up for new affordable coverage.”

### Background:

- The ads will air nationally on Lifetime, ABC Family, Hallmark, Country Music, Channel, TV Land, and Oxygen. The ad launched on January 27<sup>th</sup>. Consumers can expect to see this ad through the end of the Open Enrollment period on March 31.
- HHS's overall education and outreach effort includes a mix of paid media as well as grassroots events and enrollment activities across the country with a particular focus on reaching young adults so that they know there are new ways for them to access affordable health insurance coverage that fits their needs and budget.
- Working in partnership with groups including Mom's Rising, Raising Women's Voices, and The Asian Women for Health, we are reaching on the ground networks and hosting events to reach Mom's and their young adult children.

### Examples include:

- In February, Mom's rising is setting up living room conversations in Orlando, Miami, Houston, Dallas, Austin, San Fran, Oakland, San Diego, Raleigh, Seattle, and Detroit.
- Mocha Moms are setting up ACA Enrollment Roundtables in Northern NJ, Atlanta, Houston, Detroit and Miami throughout the month of February.

### Past examples of outreach include:

- Mocha Moms hosted ACA Webinar on Wednesday, January 29.

- In July, CMS held a Google Hangout with MomsRising that shared personal stories about how the health care law will help moms and their families.
- The Secretary was a guest speaker at the BlogHer Network which includes mommy bloggers.
- CMS staff helped to educate moms about the Marketplace at the Women's Expo in Cincinnati, Ohio.
- HHS staff participated at a health conference at the Delaware County Intermediate Head Start targeted to parents. The audience of moms and grandmothers was provided information on the Marketplace and in many cases they began the enrollment process.
- In Phoenix, assisters had a Halloween festival hosting community resources for consumers.
- Attending community events and state fairs to include the Texas, Arizona, and Georgia State Fairs, and the Miami NBC Health and Fitness Expo.

#### Moms Champions for Coverage (examples):

- National Healthy Mothers, Healthy Babies Coalition (HMHB)
- MomsRising
- WomenHeart
- Raising Women's Voices
- National Council of Jewish Women (NCJW)

#### Moms Social Media content:

- Mom jeans are great—but health insurance is better. #GetCovered at [www.HealthCare.gov](http://www.HealthCare.gov) today!
- Mom tattoos are sweet, but she'd probably prefer you had health insurance. #GetCovered at [HC.gov](http://www.HC.gov) today!
- #GetCovered vs. #GetInked? No competition: [www.HC.gov](http://www.HC.gov).
- Show your love with a visit to [HealthCare.gov](http://www.HealthCare.gov) instead of a mom tattoo:
- Make your mom happy—#GetCovered today: [www.HealthCare.gov](http://www.HealthCare.gov)
- Share this far and wide—#GetCovered, and you'll probably be making Mom happy: [www.HealthCare.gov](http://www.HealthCare.gov)
- Important: Remind your son or daughter why they need to #GetCovered and visit [www.HealthCare.gov](http://www.HealthCare.gov). <http://www.youtube.com/watch?v=j9dvz-Vf59U>
- Make sure your kids know that affordable health coverage can be just a click away: [www.HealthCare.gov](http://www.HealthCare.gov), <http://www.youtube.com/watch?v=j9dvz-Vf59U>
- Get health coverage for your kids off your worry list—point them to [www.HealthCare.gov](http://www.HealthCare.gov) today! <http://www.youtube.com/watch?v=j9dvz-Vf59U> #GetCovered

## This Week's Social Media Push

In addition to the Moms social media links listed above, please check out the following:

#### Musician-focused consumer success story

- Check out this great new video of a musician-focused consumer success story ([https://www.youtube.com/watch?v=6VbbR\\_7nXrc](https://www.youtube.com/watch?v=6VbbR_7nXrc)). Our ongoing efforts to reach out to musicians includes working with organizations like Head Count and the band Brown Bird to help encourage the uninsured to sign up for healthcare. Spin Magazine is highlighting this effort

through their online edition (<http://www.spin.com/#articles/health-care-musicians-headcount-affordable-care-act/>).

- Please retweet and share on Facebook!  
<https://twitter.com/HealthCareGov/status/429284244280471552?refsrc=email>  
<https://www.facebook.com/photo.php?v=621389781243594>

#### Justin's story tweets

- Justin's getting covered for just \$15 a month! Follow his lead and #GetCovered today.  
<http://go.usa.gov/BZPT> #GetCovered
- No matter what happens, Justin is covered. Watch and share his story from @HHSgov today:  
<http://go.usa.gov/BZPT> #GetCovered
- "It's intelligent to take care of yourself."—Justin, a 28 yr. old bartender from Tampa in a new @HHSgov video: <http://go.usa.gov/BZPT>

#### African-American History Month tweets

- This African American History Month, @HHSgov is committed to reducing long standing disparities in health care: <http://go.usa.gov/BZsG>
- Through @HealthCaregov, 6.8 million uninsured African Americans have new opportunities for coverage: <http://go.usa.gov/BZsG> #GetCovered
- 6/10 uninsured African Americans have new options for affordable coverage thanks to the #ACA: <http://go.usa.gov/BZsG> #GetCovered

## (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 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).

## (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](http://www.hhs.gov/partnerships/resources/aca_101-invite.html) for more information.

### [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 Wednesday, February 5:

Title: The Health Insurance Marketplace: Giving Moms Peace of Mind

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/peace-of-mind-for-moms.html>

Blog post from Tuesday, February 4:

Title: Celebrating Five Years – Achievements of the Children’s Health Insurance Program Reauthorization Act of 2009 (CHIPRA)

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/celebrating-five-years-of-chipra.html>

Blog post from Tuesday, February 4:

Title: Hiring Veterans to Enroll their Uninsured Neighbors: On the Road in Jersey City

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/on-the-road-in-jersey-city.html>

Blog post from Tuesday, February 4:

Title: “No Matter What Happens,” Justin’s Covered For Just \$15 a Month

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/justin-enrollment-story.html>

Blog post from Monday, February 3:

Title: In Cleveland, Getting Covered in Three Digits: 2-1-1

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/justin-enrollment-story.html>

Blog post from Monday, February 3:

Title: A New Day for Missouri: On the road in Kansas City

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/new-day-for-kansas-city.html>

Blog post from Monday, February 3:

Title: Trying to cover tuition, family basics, and health: Nathaniel’s #GetCovered Story

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/nathaniel-enrollment-story.html>

White House updates about the Affordable Care Act and [HealthCare.gov](http://www.healthcare.gov):

Blog post from Thursday, February 6

Title: Six Economic Benefits of the Affordable Care Act

Link: <http://www.whitehouse.gov/blog/2014/02/06/six-economic-benefits-affordable-care-act>

Thank you all for your continued support!

-CMS Office of Communications, Partner Relations Group