



February 14, 2014

Champions for Coverage:

Happy Valentine's Day! Please see the information below regarding our next conference call, updated materials, and recent CMS announcements.

Next Champion Call

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

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

Please join us to hear from our in-house messaging specialist who will discuss effective messaging strategies for communicating Marketplace information to your community. Please submit your questions in advance regarding Marketplace outreach and education via email at Champion@cms.hhs.gov. Please include "Champion call question" in the subject line.

We want to hear from you!

Please keep sharing your Marketplace success stories of education, outreach and/or enrollment in your communities by emailing us at Champion@cms.hhs.gov. Sharing promising 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. Please note that at any point, if consumers need additional assistance with reporting a change to the Marketplace, a consumer can always call the Call Center for additional assistance.

Research Updates

HHS Issue Brief - Eight in 10 uninsured Latinos may qualify for Medicaid, CHIP or lower costs on monthly premiums in the Health Insurance Marketplace:

A new report issued today by the Department of Health and Human Services (HHS) finds that that nearly 8 in 10 uninsured Latinos may qualify for Medicaid, the Children’s Health Insurance Program (CHIP), or lower costs on monthly premiums through the Health Insurance Marketplace. If all states took advantage of new opportunities to expand Medicaid coverage under the Affordable Care Act, 95 percent of uninsured Latinos might qualify for Medicaid, the Children’s Health Insurance Program (CHIP), or tax credits to help with the cost of premiums in the Marketplace. Please see the links for more details:

Press release: <http://www.hhs.gov/news/press/2014pres/02/20140211a.html>;
(Spanish) Press Release: <http://www.hhs.gov/news/press/2014pres/02/20140211b.html>.

Full report: http://aspe.hhs.gov/health/reports/2013/UninsuredLatinos/rb_uninsuredLatinos.pdf;
(Spanish) Full Report: http://aspe.hhs.gov/health/reports/2013/UninsuredLatinos/rb_uninsuredLatinos_Espanol.pdf.

Tweets – Issue Brief

- HHS Tweet: RT @HHSgov - READ: 8/10 uninsured Latinos may qualify for Medicaid, CHIP, or lower costs on premiums in the Marketplace. <http://go.usa.gov/Bnp9> #OurSalud
- FACT: 1 in 4 uninsured individuals who are eligible for the Marketplace nationwide are Latino. <http://go.usa.gov/Bnp9> #OurSalud

Important News and Updates

Functionality Disruption due to Social Security Administration Maintenance Activities

On February 10, the Social Security Administration posted a statement regarding their [annual systems maintenance activities](#) set to take place from Saturday February 15, 2014 at 3:00PM until Tuesday, February 18, 2014 at 5:00AM EST.

It is important to note that HealthCare.gov will be online and functional for consumers – but several of the functionalities that rely on SSA data, like determining if consumers qualify for a tax credit, will not be available during that time period. Consumers may be able to complete their application during this time, but won’t be able to find out what they qualify for during the maintenance period.

Please find a blog for this announcement listed below, available here:

<https://www.healthcare.gov/blog/want-coverage-starting-march-1-plan-ahead-for-best-results/>.

[HealthCare.gov](#): Want Coverage Starting March 1? Plan Ahead for Best Results

Consumers are applying and enrolling in quality, affordable health coverage every day using [HealthCare.gov](#) and State-based Marketplaces around the country. More than 3 million have enrolled so far, and we hope millions more will do so by March 31st, the end of open enrollment.

From Saturday February 15, 2014 at 3:00PM until Tuesday, February 18, 2014 at 5:00AM EST, the Social Security Administration will conduct [annual systems maintenance activities](#): <http://www.ssa.gov/admin/transactions.html>. During this period, verification of Social Security Numbers

and other related data via the Data Services Hub will be unavailable. All other services of the Hub will be functioning as normal.

What this means for you:

- If you have already completed your application and know what you qualify for, this doesn't affect you-- you can continue shopping and pick a plan to finish your enrollment.
- If you want coverage effective March 1, 2014, you generally need to sign up by February 15. But, because of the maintenance window, you won't be able to find out what you qualify for if you apply after 3pm that day. If you aren't able to complete your enrollment online by February 15th, call us at 1-800-318-2596 starting on February 18 to request coverage beginning on March 1. We will work with you to get you covered.
- If you want coverage with a later effective date, you can complete your application during this time but won't be able to find out what you qualify for during the maintenance period. When you complete your application, you'll need to save it and return to HealthCare.gov on or after February 18 to find out what you qualify for, pick a plan, and complete your enrollment.

Remember, you have until March 31 to sign up for new coverage during this year's open enrollment period.

Employer Shared Responsibility Regulations

On February 10, 2014, the U.S. Department of the Treasury and the Internal Revenue Service (IRS) issued final regulations implementing the employer responsibility provisions under the Affordable Care Act (ACA) that take effect in 2015. Please read more here:

Factsheet:

<http://www.treasury.gov/press-center/press-releases/Documents/Fact%20Sheet%20021014.pdf>;

Final Rule:

<https://www.federalregister.gov/>.

This Week's Social Media Push

(Revised) 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. This week is *Youth Week* (2/10 – 2/15) and the next is *Families Week* (2/17 - 2/22). 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 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 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.

(Week of February 10) Youth Week:

Real People:

- Video: Travis reminds us that accidents happen. No one's invincible. Protect yourself & #GetCovered at HealthCare.gov. <http://bit.ly/1egJWIh>
- Must Watch: Kyle drops the beat on health care. All you gotta do is give it a call. #GetCovered at HealthCare.gov today. <http://bit.ly/1gnE90k>
- Think you're in the best shape of your life? Jason does, but it doesn't make him (or you) invincible. #GetCovered. <http://bit.ly/1gnDJHi>

Success kid meme

(Graphic):

<https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/709170862446576/?type=1&theater>

- Thanks to Obamacare, "Success Kid" can't be denied coverage, and neither can you: www.HealthCare.gov
- Discrimination based on a pre-existing condition a thing of the past? Success: www.HealthCare.gov #GetCovered
- This might be the pose you make after you #GetCovered at www.HealthCare.gov

Facial hair/options

Graphic:

<https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/707336989296630/?type=1&theater>

- [Share this "you've got options" with facial hair graphic](#) on facebook
- Whether you've got a beard or not, you've got options when it comes to how you #GetCovered at HC.gov.
- Just like facial hair, you've got options when it comes to how you #GetCovered at www.HealthCare.gov

Valentine's Day

- Prepare for Valentine's Day by helping you loved ones #GetCovered at www.HealthCare.gov
- Got someone you love? Make sure they #GetCovered by pointing them to www.HealthCare.gov today: <https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/707849179245411/?type=1&theater>
- Roses are red, violets are blue, you didn't have a health plan, but now you do: www.HealthCare.gov #GetCovered <https://twitter.com/HHSGov/status/434352062139072512>

Open enrollment ends on March 31, 2014, so there is still time to sign up for coverage. In an effort to reach out to as many people as possible, we have many social media resources you and/or your networks can use. All of [HealthCare.gov](http://www.healthcare.gov)'s social media channels are located in the following links, including, Twitter, Facebook, YouTube, and Google+:

- [HealthCare.gov/connect](https://www.healthcare.gov/connect/): <https://www.healthcare.gov/connect/>
- (Spanish-language) [Cuidadodesalud.gov/connect](https://www.cuidadodesalud.gov/connect/): <https://www.cuidadodesalud.gov/es/connect/>

We released a new story from Lynn Hinkle – a mother of four an entrepreneur. Help us spread the word. Her blog and tweets are below.

Lynn's Story Tweets

- Graphic: <http://www.hhs.gov/healthcare/images/lynn-graphic.jpg>
- Blog: <http://www.hhs.gov/healthcare/images/lynn-graphic.jpg>
- [RT @HHSgov](#)
- A mother of 4, Lynn says finding coverage on [HealthCare.gov](http://www.healthcare.gov) was a "lifesaver." Read her #GetCovered story: <http://go.usa.gov/BNYm>
- Thanks to the #ACA, Lynn couldn't be denied coverage for her pre-existing condition. <http://go.usa.gov/BNYm> #GetCovered [IMAGE - Attached]
- "People don't realize that there's something great waiting for you." Read Lynn's #GetCovered story. <http://go.usa.gov/BNYm>

Stefania's #Get Covered Story

- Thanks to the Affordable Care Act, millions of Americans like Stefania from Sarasota, FL, can enroll in new health insurance options in the Health Insurance Marketplace. Read more about Stefania's story: <http://www.hhs.gov/healthcare/facts/blog/2014/02/stefanias-enrollment-story.html>
- Stefanie's Spanish-language blog: *Haciendo lo posible para cumplir mi sueño: mi historia #GetCovered*
<http://www.hhs.gov/healthcare/facts/blog/2014/02/stefanias-enrollment-story-es.html>

The LULAC Youth Enrollment Day Video Competition:

February 15 is Youth Enrollment Day, and to celebrate, LULAC is hosting a video competition. Post a short 15- to 30-second video on [LULAC's Facebook wall](#) about health care coverage and how the new health care law affects teenagers and young adults. The stars in the best videos will win a LULAC Advocate basket and a chance to be hosted on the Department of Health and Human Services' page!

Visit www.LULAC.org/healthvideo to learn more. You can [share this image on your FB wall](#) to encourage others to post: <https://www.facebook.com/photo.php?fbid=10153761030125162&l=82d2d5f27b>

(New update) Share your Story

Just this week, we released the Spanish-language “Share Your Story” tool at [#OurSalud: Comparte Tu Historia](#). Please continue to point stories and partners to our tool as the best way to collect stories.

Reminder: The English-language story collection tool is available on [HHS.gov/healthcare](http://www.hhs.gov/healthcare). Here is a link to the tool: <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 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.

[Questions and Answers on the ACA](#)

February 20 at 1:00 pm ET (Noon CT, 11 am MT, 10 am PT)

To Join By Phone Only - Dial 702-489-0007, Access Code: 457-547-210 (For those joining by phone only, the Pin Number is the # key.)

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

February 26 at 7:00pm ET (6 pm CT, 5 pm MT, 4 pm PT)

Special Wednesday Night Session! We welcome having bible studies, adult study classes and mid-week services join us for the webinar or conference call.

To Join By Phone Only - Dial: 702-489-0013 or 1-866-952-8437, Access Code: 708-692-548,
For those joining by phone only, the Pin Number is the # key.

HHS blog posts about the Affordable Care Act and [HealthCare.gov](http://www.healthcare.gov)

Blog post from Wednesday, February 12

Title: Behind the Numbers: Your #GetCovered Stories

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

Blog post from Tuesday, February 11

Title: Making It Possible For Me to Chase My Dream: My #GetCovered Story

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

Blog post from Friday, February 7

Title: Getting Covered in the Big Easy Has Never Been Easier

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/getting-covered-in-the-big-easy.html>.

Blog post from Friday, February 7

Title: Getting covered despite cancer: Lynn's #Get Covered Story

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

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

Blog post from Thursday, February 13

Title: President Obama Speaks to the Latino Community on Why it is Important to #GetCovered

Link: <http://www.whitehouse.gov/blog/2014/02/13/president-obama-speaks-latino-community-why-it-important-getcovered>.

Thank you all for your continued support!

-CMS Office of Communications, Partner Relations Group