



February 21, 2014

Champions for Coverage:

Please see the information below regarding our next conference call, updated materials, and recent CMS announcements.

Next Champion Call

The next Champion call will be on Wednesday, March 5, 2014 at 2:00 p.m. ET.

Dial-In Number: (855) 258-3677/ Conference ID: 2651284

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!

Request: As part of the U.S. Department of Health and Human Services Theme Weeks, next week (2/24 – 2/28) is "Latino Constituency Week" (*please see reminder below). Please let us know what activities your agency is doing to engage your local Latino community. Also, share with us your promising practices on how to best reach Latinos about the Marketplace. Please email us at Champion@cms.hhs.gov.

As always, 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.

Special Webinar Today!

Webinar: Navigating the Marketplace Application Process for Immigrant Families - Friday, February 21st at 2pm ET.

Please join us for a special webinar this Friday, February 21st at 2pm where we will provide information specific to the needs of assisting consumers who are immigrants or part of immigrant families, as well as tips and strategies for removing barriers to enrollment. We are excited to make this presentation available in partnership with the Center on Budget and Policy Priorities, the National Immigration Law Center, and the Georgetown University Center for Children and Families.

What: Webinar: Navigating the Marketplace Application Process for Immigrant Families;

Who should attend: Enrollment Assisters and any individuals who work with immigrant families to help enroll them in the Marketplace;

When: Friday, February 21, 2014 from 2:00 p.m. - 3:30 p.m. ET;

RSVP: To facilitate a quicker registration process on the day of the event, please register for the session by visiting the following link: <https://goto.webcasts.com/starthere.jsp?ei=1029923>;

Space is limited – we strongly encourage individuals from the same organization to gather in a common room and participate as a group using a single computer or call-in line.

The audio portion of the webinar will be delivered via your computer. Please check your computer settings in advance to ensure that your speaker volume is adjusted appropriately. If you cannot hear audio through your computer speakers, please refer to the Alternate Audio tab on the left side of the webinar screen.

Please try to log in 5 minutes in advance so that audio links can be made.

Champion Promising Practices Peer-Sharing

As you may recall from Wednesday's call, we highlighted a Champion that's been doing tremendous work in the Chapel Hill community of North Carolina. Sherry Hay, Director of Community Health Initiatives and Adjunct Assistant Professor at the University of North Carolina Department of Family Medicine shared with us their successes at their "Get Covered" Enroll-A-thon on January 25th at. The primary aim of the day was to assist people in getting health insurance coverage through the Marketplace. Here is a recap of Sherry and her team's promising practices for creating a successful and outcome-driven event where individuals and families can enroll:

1. Start the planning process early! Identify tasks for organizing an event of this type.
2. Test your ideas on a small scale before implementing on a large scale. Learn from that process.

3. Use a variety of marketing strategies, such as: Radio, TV, Posters, Websites, Flyers, and Facebook. Don't depend on one strategy and approach, some "usual suspects" for displaying your information, e.g. Starbucks, Grocery stores.
4. Build on key community resources and infrastructures. This includes engaging large primary care practices and emergency department (ED) staff in the process. Can they help with identifying their uninsured and doing outreach? A primary care office is a place people know and trust and your EDs see many uninsured who have come for primary care for years.
5. Realize it takes a village of committed partners! Think about who has a passion for the issue and/or vested interest.
6. Plan how you want to measure results during the planning process. Provide an "Outcomes sheet" for each Navigator or in-person assister, in addition to a folder that contained consents, patient information sheet, and a list of other upcoming events.. Here is the info they collected:
 - Number who attended the event; (Both volunteers and consumers) (For volunteers, they also noted corresponding organization);
 - Number who met with a counselor;
 - Number of scheduled vs. walk-in appointments;
 - Number of Spanish speaking consumers;
 - Results for those who met with a counselor included:
 - # who selected a plan and premium amount;
 - # who are eligible for subsidy but decided not to select a plan at the event;
 - # who completed a Medicaid application;
 - #who fell in the gap (NC did not expand Medicaid so these are folks who won't receive anything, typically healthy adults below 100% of FPL);
 - # who didn't complete their process due to a variety of issues such as verification or system;
 - "Other" category: This included people for any other reason, e.g. example who may be completing an appeal.

Thank you, Sherry and team, for sharing this with your fellow Champions!

Important News and Updates

(New) Improvements to [Healthcare.gov](https://www.healthcare.gov)'s "Learn" Section

To improve the consumer and assister experience, we updated the "Learn" side of [Healthcare.gov](https://www.healthcare.gov) last week. The changes are designed to make the important content for consumers easier to find and pages easier to navigate.

- We've redesigned the individuals & families (<https://www.healthcare.gov/families/>) and small business (<https://www.healthcare.gov/small-businesses/>) landing pages to include "Take action" links which drive people to the tools and content consumers need and value the most.

- The sidebars on article pages (<https://www.healthcare.gov/what-is-the-health-insurance-marketplace/>) now also have a “Take Action” link list, so consumers are also driven to the most high-value tools and content.
- The cards containing articles are now visible on Topic pages (<https://www.healthcare.gov/using-the-marketplace/>), so more content is exposed as people browse.

(Reminder) Functionality Disruption due to Social Security Administration Maintenance Activities

Some systems in HealthCare.gov were affected this past President’s Day Weekend). From Saturday February 15 at 3:00PM until Tuesday, February 18 at 5:00AM EST, the Social Security Administration conducted their [annual systems maintenance activities](#). During this period, verification of Social Security Numbers and other related data via the Data Services Hub were unavailable. All other services of the Hub were functional as normal. Please find the Feb 10th blog for this announcement: <https://www.healthcare.gov/blog/want-coverage-starting-march-1-plan-ahead-for-best-results/>.

This Week’s Social Media Push

*(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. This *Families Week* (2/17 - 2/22) and the next is *Latino Constituency Week* (2/24 – 2/28). 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. (Note that the schedule may be subject to change.)

- *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.*

(Week of February 17th) Families Week:

Stacy’s blog:

- Graphic:
<https://www.facebook.com/HHS#!/HHS/photos/a.577318915631772.1073741828.573990992631231/709377335759262/?type=1&theater> ;
- Thanks to her plan through www.HealthCare.gov, Stacy doesn’t have to worry about “what-ifs” anymore: <http://go.usa.gov/BVsw> ;

- Stacy's #GetCovered story is powerful—she's a 19 yr old still paying off \$3,000 medical bill. <http://go.usa.gov/BVsw> ;
- Stacy learned the hard way—you never know what could happen. Read her #GetCovered story today: <http://go.usa.gov/BVsw>.

Stefania's blog:

- Having health insurance means Stefania can focus on making delicious empanadas: <http://go.usa.gov/BVse> #GetCovered ;
- "If I had to go to the emergency room, what would I do?"—read Stefania's #GetCovered story: <http://go.usa.gov/BVse> ;
- What do pasta, empanadas, and health care have in common? Read Stefania's #GetCovered story to find out: <http://go.usa.gov/BVse>.

Awkward family graphic

- Graphic: <https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/711521045544891/?type=1&theater;>
- Families that smile together #GetCovered together: www.HealthCare.gov [IMAGE ATTACHED];
- No matter what your family looks like, there's a plan for you at www.HealthCare.gov #GetCovered ;
- A cute image with an important message—your family should #GetCovered at www.HealthCare.gov today!

HuffPo blog on American Heart Month:

- [Retweet @Sebelius](#);
- Via @HHSgov: Now Is the Best Time to Take Care of the Hearts That Matter Most to You: http://www.huffingtonpost.com/nancy-brown/heart-health_b_4783892.html;
- This #ValentinesDay, make sure to take care of your heart as well as your loved ones: http://www.huffingtonpost.com/nancy-brown/heart-health_b_4783892.html.

Reasons to #GetCovered graphic:

- Give mom the peace of mind that you've got health insurance—#GetCovered at www.HealthCare.gov today. [IMAGE ATTACHED]
- Give your mom one less thing to worry about—#GetCovered at www.HealthCare.gov today. [IMAGE ATTACHED]
- Tired of the post-it notes and voicemails about health insurance? #GetCovered in a few clicks: www.HealthCare.gov. [IMAGE ATTACHED]

We've got a new blog & graphic today from Betsy Furler, a mom in Houston who enrolled her whole family in coverage through [HC.gov](http://www.HC.gov). Please help us get it out there:

- [Retweet @HHSgov](#);
- Graphic: <https://www.facebook.com/HHS#!/HHS/photos/a.577318915631772.1073741828.573990992631231/711913825505613/?type=1&theater;>
- Betsy enrolled her entire family in health coverage through www.HealthCare.gov. Read her #GetCovered story: <http://go.usa.gov/BvjC>;

- Read why you should #GetCovered, straight from a Houston mom who enrolled her whole family: <http://go.usa.gov/BvjC>;
- Betsy used to take jobs just for the health benefits. Now, because of the #ACA, she can focus on her small business: <http://go.usa.gov/BvjC>;
- For her family and for her small business—read why Betsy decided to #GetCovered: <http://go.usa.gov/BvjC>.

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'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/>.

Share your Story

Reminder: The English-language story collection tool is available on 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.

Check out the Spanish-language “Share Your Story” tool at [#OurSalud: Comparte Tu Historia](http://OurSalud: Comparte Tu Historia). Please continue to point stories and partners to our tool as the best way to collect stories.

There is a widget and a badge available 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)

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. Here is the info for the last session in February:

Thursday, February 27 at 2:00 PM ET: [Click to Register](https://cc.readytalk.com/cc/s/registrations/new?cid=vfk6gofizxl)
<https://cc.readytalk.com/cc/s/registrations/new?cid=vfk6gofizxl>.

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.

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

February 26 at 7:00 pm 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

Blog post from Thursday, February 20

Title: Nobody Is Invincible, Least of all Me: My #GetCovered Story;

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

Blog post from Wednesday, February 19

Title: On the Road: Helping Friends and Neighbors Get Covered;

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/helping-communities-get-covered.html>.

Blog post from Tuesday, February 18

Title: Finally, Some Peace of Mind: My #GetCovered Story;

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

Blog post from Friday, February 14

Title: My Family's American Dream and Health Coverage: My #GetCovered Story;

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

Blog post from Friday, February 14

Title: Not Worrying About the What-ifs: My #GetCovered Story;

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

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

Blog post from Friday, February 14

Title: First Lady Michelle Obama: "I Need You to See This";

Link: [http://www.whitehouse.gov/blog/2014/02/14/first-lady-michelle-obama-i-need-you-see.](http://www.whitehouse.gov/blog/2014/02/14/first-lady-michelle-obama-i-need-you-see)

Thank you all for your dedicated efforts!

-CMS Office of Communications, Partner Relations Group