



March 21, 2014

Champions for Coverage:

We're only 10 days away from the end of the Marketplace Open Enrollment! Thank you for your tremendous work in ensuring that individuals and families in your community are informed about their health care options under the Health Insurance Marketplace. Your robust outreach efforts have contributed to the [5 million enrollment milestone](#) we announced this week. We could not do this without your support.

In addition to the blog link above, please read along for important information for consumers, updated materials, social marketing resources, and recent CMS announcements.

[Yes, we still want to hear from you!](#)

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.

[New and Updated Content](#)

Please see the two links below that discuss the exemptions from the Health Insurance Marketplace Fee. One version is for you to share with your networks and the other is more for consumers you may be assisting.

Background: If you don't already have health coverage, the Health Insurance Marketplace offers a way to find and buy health coverage. Starting in 2014, every person in the United States must have minimum health coverage or must pay a fee on their federal tax return. This fee is

sometimes called the “individual shared responsibility payment.” In some cases, you may be able to get an exemption from the fee. An exemption means you wouldn’t have to pay the fee. Please read the following articles for more information:

For partners: Exemptions from the Health Insurance Marketplace Fee
<http://marketplace.cms.gov/getofficialresources/publications-and-articles/exemptions-from-the-health-insurance-marketplace-fee.pdf>.

For consumers: How do I qualify for an exemption from the fee for not having health coverage?
<https://www.healthcare.gov/exemptions/>.

How do I choose Marketplace insurance? *(Explains the metal levels into a comprehensive guide to choosing an insurance plan; explains the various variables that can drive a decision: metal levels, plan types, premiums, out-of-pocket costs, and benefits.)*
<https://www.healthcare.gov/how-do-i-choose-marketplace-insurance/>.

If I applied for coverage with a paper application or over the phone, what are my next steps?
<https://www.healthcare.gov/enroll-after-applying/>.

Get Covered: A one-page guide to the Health Insurance Marketplace;
<https://www.healthcare.gov/get-covered-a-1-page-guide-to-the-health-insurance-marketplace/>.

How do I apply for Marketplace coverage?
<https://www.healthcare.gov/how-do-i-apply-for-marketplace-coverage/>.

Tips to help you enroll in Marketplace coverage;
<https://www.healthcare.gov/how-to-have-the-best-experience-with-healthcare-gov/#part=2>.

What if I'm pregnant or plan to get pregnant? *(Updated with a box explaining that when you have a baby, you qualify for a special enrollment period.)*
<https://www.healthcare.gov/what-if-im-pregnant-or-plan-to-get-pregnant/>.

What if I have a Marketplace plan but will be eligible for Medicare soon?
<https://www.healthcare.gov/what-if-i-have-a-marketplace-plan-but-will-be-eligible-for-medicare-soon/>.

Using your new insurance coverage;
<https://www.healthcare.gov/using-your-new-marketplace-coverage/#part=5>.

What if my individual health insurance plan is changing or being cancelled? *(Update to plan cancellation page to reflect new policy allowing renewal of some non-compliant policies through 2016 [last section on the page includes the revised material])*
<https://www.healthcare.gov/what-if-my-current-individual-plan-is-changing-or-not-being-offered-in-2014/>.

What if I was denied Medicaid or CHIP coverage by my state agency?
<https://www.healthcare.gov/what-if-i-was-denied-medicaid-or-chip-coverage-by-my-state-agency/>.

Health Insurance Blog: 6 more reasons to #GetCovered.

<https://www.healthcare.gov/blog/6-more-reasons-to-getcovered/>.

On [HealthCare.gov](https://www.healthcare.gov), the new “floating search bar” appears on all article pages as you scroll down the page and the static search bar disappears from view. This is designed to drive additional use of search, helping people find what they want with less trouble and time.

Coverage to Care Initiative: Connecting the Newly Insured to the Healthcare System

As we near the end of enrollment, many people are beginning to think about what comes next. To that end, we wanted to share some information about an effort to help transition from enrollment to helping the newly insured use their coverage. We think these resources may be useful to you, as you will continue to be relied upon as a trusted resource.

From Coverage to Care is an initiative sponsored by the CMS Office of Minority Health, designed to help the newly insured understand:

- What it means to have health insurance;
- How to find a provider;
- When and Where to seek health services; and
- Why prevention and partnering with a provider is important for achieving optimal health.

The CMS initiative, From Coverage to Care, also seeks to equip health care providers with the tools needed to promote patient engagement. Over time, the regular and sustained use of routine and preventive care should result in improved population health outcomes and ultimately the reduction of health care costs. There is a new website focused on Coverage to Care:

<http://marketplace.cms.gov/help-us/c2c.html>.

Information gathered from interviews conducted in 2013 with a number of community based organizations, health care providers, health plans, policymakers, consumers, along with input from an advisory panel, were used to inform the development of a pilot strategy and supporting materials, which include the following:

1. Roadmap (For consumers and community partners, including assisters)
[A Roadmap to Better Care and a Healthier You](#) is a step-by-step guide for consumers that explains the importance of receiving preventive services, health insurance terminology, how to make an appointment with a primary care provider, and what to expect when a consumer visits their provider. It also provides a list of some helpful resources, and a personal health screening log. Currently, the Roadmap is available in English and Spanish. The Spanish version can be found here: [A Roadmap to Better Care and a Healthier You \(Spanish\)](#).
2. Discussion Guide (For community partners, including assisters)
[Discussion Guides for Community Partners](#) are designed to help community partners and in-person assisters discuss the topics covered in the Roadmap. It includes talking points for what to say when talking to consumers about how to stay healthy, their health insurance, how to find a primary care provider, and how to make an appointment. It also includes a section for collaborating with other organizations on ways to work together on this topic.

The materials are available at marketplace.cms.gov/help-us/c2c.html. More materials will be available soon. If you would like more information about the initiative, please email Coveragetocare@cms.hhs.gov.

[HealthCare.gov](#)'s Find Local Help Feature Updated

In partnership with national and local agent-broker associations, CMS has updated [HealthCare.gov's Find Local Help](#) search feature to include local agent and broker associations from across the country. Now, individuals and small employers can use this feature to better locate agents and brokers in their areas. To find agent and broker associations near you, please visit [HealthCare.gov](#) and input your city and state or ZIP code.

In addition, national agent-broker associations can also help make connections to local assistance. Agents and brokers on the sites listed below are not endorsed by the Marketplace. To verify an agent or broker is registered with the Marketplace, licensed, and in good standing, please contact your state Department of Insurance (DOI).

- [National Association of Health Underwriters](#),
- [Independent Insurance Agents and Brokers of America](#),
- [National Association of Insurance and Financial Advisors](#),
- [Professional Insurance Agents](#).

Important News and Updates

Eight out of 10 uninsured Asian Americans, Native Hawaiians, and Pacific Islanders may be eligible for Medicaid, CHIP or tax credits in the Health Insurance Marketplace

On March 18, HHS issued a report stating that 8 out of 10 (1.6 million) uninsured Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPIs) may be eligible for coverage through the Health Insurance Marketplace and could qualify for Medicaid, the Children's Health Insurance Program (CHIP), or tax credits to help with the cost of premiums. If all states took advantage of new opportunities to expand Medicaid coverage under the Affordable Care Act, 89 percent of uninsured Asian Americans, Native Hawaiians, and Pacific Islanders who may be eligible for the Marketplace might qualify for Medicaid, the CHIP, or tax credits to help with the cost of health insurance premiums.

- Full Report: http://aspe.hhs.gov/health/reports/2014/UninsuredAANHPI/rb_UninsuredAANHPI.pdf;
- Press release: <http://www.hhs.gov/news/press/2014pres/03/20140318a.html>;
- A new blog featuring a Hmong-American family who found coverage on the Marketplace can be found here: <http://www.hhs.gov/healthcare/facts/blog/2014/03/healthcare-gov-answered-my-prayers.html>.

AAPF fact tweets:

- Fact: 8 out of 10 uninsured AANHPIs may be eligible for Medicaid, CHIP or tax credits in the Marketplace: <http://go.usa.gov/KQsz>;
- RT this to help ensure that every #AANHPI who wants coverage gets it: www.healthcare.gov; [IMAGE ATTACHED]
- Thanks to the ACA, 1.9 million uninsured #AANHPI have new health coverage options: <http://go.usa.gov/KQsz>. [IMAGE ATTACHED]

AAPI Story Tweets

- Meet Maly, Hmong American entrepreneur & mom of 6. Read her #GetCovered story: <http://go.usa.gov/KU8A> #GetCoveredNow;
- “Living in the one of the richest countries in the world without health coverage can be very stressful.” <http://go.usa.gov/KU8A> #GetCoveredNow;
- “Receiving health insurance has been a blessing.”—mother of 6 and entrepreneur Maly. Read her story: <http://go.usa.gov/KU8A> #GetCoveredNow;
- Graphics: Meet [Maly](#).

(Updated talking points) Don't Delay: Sign Up Today!

- If you or someone you care about are uninsured, it's not too late to sign up for quality, affordable coverage – but you'll want to act today.
- Open enrollment in the Health Insurance Marketplace runs through March 31, 2014. If you don't sign up by the deadline, you'll have to wait until November to enroll, and your coverage won't begin until next year.
- You may be surprised to learn just how affordable coverage can be. Across the country, 6 out of 10 uninsured Americans can get covered for \$100 per month or even less – some a lot less. For example, a Dallas family of four earning \$50,000/year can get covered for as little as \$26 per month. And half of all single young adults can get covered for \$50/month or less.
- Security and peace-of-mind are just a click or call away. You can sign up 24 hours a day, 7-days a week at HealthCare.gov (which is working smoothly) or in Spanish at CuidadoDeSalud.gov. You can call 1-800-318-2596, any time, any hour, and in any of 150 languages. And you can even get in-person help in your own community – in English or Spanish -- (just visit localhelp.healthcare.gov and punch in your zip code).
- You might even find out that you're eligible for a lower cost premium.
- So don't delay, join the five million Americans who have already signed up for a plan! (along with more than three million young adults who've gotten covered because the new law allows them to stay on their parents' plan until Age 26, and the millions more who are gaining access to care through Medicaid and CHIP).
- Before the Affordable Care Act, hardworking families had few real options. Even if you worked hard and took responsibility, you could still have the rug pulled out from under you if you or someone in your family got sick, had an accident or experienced another hardship. You could pay your premium dutifully every month, only to have your insurer refuse to pay for care when you needed it most because you hit an annual or lifetime cap in benefits.
- But today is a new day. Thanks to the Affordable Care Act, there is choice and competition, and once you enroll nobody can take your coverage away from you just because you get sick. What's

more, by law, insurance companies now have to cover health services like doctor's visits, prescription drugs, hospital stays, and ambulatory care. Preventive care like cancer and cholesterol screenings are covered with no additional money out of your pocket. And being a woman is no longer a preexisting condition.

- In order to get the security that comes with a Marketplace plan, you have to sign up by March 31st.
- Don't delay; sign up today!

Don't Let a Sports Injury Keep You Out of The Game, Get Covered Today

This week, as part of our final push to encourage as many Americans as possible to get covered ahead of the March 31st enrollment deadline, the Administration is launching an effort to reach college basketball fans young and old during March Madness – to remind them of the importance of having quality, affordable insurance. *Please click on the following links to read more.*

Blog: <http://www.hhs.gov/healthcare/facts/blog/2014/03/stay-in-the-game-get-covered-today.html>.

The blog highlights a new report by ASPE on Common Sports Injuries: http://aspe.hhs.gov/health/reports/2014/SportsInjuries/ib_SportsInjuries.cfm.

During March Madness, You can vote for your favorite reason to Get Covered and share through your social networks: [The 16 Sweetest Reasons to Get Covered](#).

Talking Points: the Economic Costs of Common Sports Injuries and the Importance of Getting Covered

Tuesday, March 18, 2014

- As a part of the Administration's effort to get the word out about the Affordable Care Act and encourage as many Americans as possible to sign up before the March 31 deadline, well-known athletes are getting involved in the March Madness push to ensure that more Americans, especially young Americans, sign up and know the security that comes with quality, affordable health insurance.
- Young people often think they are invincible, but athletes understand better than anyone that unexpected injuries, whether off or on the court, can be costly. That's why the voices of LeBron James, Shane Battier, Magic Johnson, Alonzo Mourning and many athletes will be effective in reminding tournament fans young and old that it's critical to get covered – and that there's only two weeks left to sign up for insurance through the Marketplaces.
- Today, as part of this message effort, the Department of Health and Human Services is releasing a new report on the economic costs of common basketball and sports-related injuries, like leg fractures, ankle or knee sprains.
- The incidence and expenses associated with common sports injuries demonstrate that even healthy and active adults can experience unanticipated and unaffordable health care costs.

- According to the report, almost two million people every year, many of whom are otherwise healthy, suffer sports-related injuries and receive treatment in emergency departments.
- And the report notes that rates of sports-related injuries are especially high among young people under age 25: An estimated 12 million individuals between the ages of 5 and 22 years suffer a sport-related injury annually, which leads to 20 million lost days of school and approximately \$33 billion in health care costs.
- While significant health benefits are derived from sports and recreational activities, there are also risks, including sports-related injuries. To mitigate these risks, we wear helmets when bicycling or put on pads before playing football.
- In the same way, health insurance protects from the heavy burden that uninsured individuals face when they suffer a sports-related injury. Not only do these individuals lack protection against out-of-pocket costs, they also could be on the hook for providers' full stated charges, rather than the discounted prices generally offered to those with insurance.
- Fortunately, health care coverage is available at healthcare.gov, and many uninsured Americans qualify for financial help to pay for health insurance under the Affordable Care Act.

Minority Health Month – Save the Date

The CMS Office of Minority Health invites you to attend a webinar in April in honor of Minority Health Month. Speakers will discuss CMS' ongoing efforts to reduce and eliminate health disparities, and our work encouraging newly insured consumers to use preventive services and primary care.

Save the Date: <http://cmsgov.force.com/cec/servlet/servlet.FileDownload?file=015a0000002r70F>.

Memphis Uses Music to Make Last Push for Health Insurance Marketplace Enrollment
Mayor A C Wharton, Jr., local hospitals, and supporters launch a musical campaign that invites citizens to "come into the marketplace" (March 19, 2014)

Memphis, Tennessee – With the deadline for open enrollment in the Health Insurance Marketplace quickly approaching, Memphis Mayor A C Wharton, Jr. along with a number of local hospitals and community partners have come together to launch a musical message encouraging citizens to enroll by March 31.

Mayor Wharton commented, "Music resonates with the people of our city in a way that is difficult to explain. That's why this idea of slipping a critical message into the melody of a song was a pretty safe bet from our perspective. We know it will help get people's attention locally."

The name of the song at the center of the campaign is "*The Marketplace*," a rewrite of the 1979 soul classic "*Come Go with Me*" made famous by musical legend Teddy Pendergrass. "*The Marketplace*" features the impressive voice of Memphis artist Will Graves who also plays keyboard on the song. Will is joined by T. O. Crivens who is featured as the lead guitarist on the song in addition to having produced the recording.

Wharton emphasized, “This was a team effort, and I want to thank everyone who pitched in to make it possible.” The project was made possible through the support of Reverend Keith Norman of First Baptist Broad Church, Baptist Memorial Health Care, Methodist Healthcare, Regional One Health, and Delta Medical Center. The Memphis Music Foundation played the key role of facilitator in acquiring the use of the original “*Come Go with Me*” song from Warner-Chappell Records.

Pat Mitchell Worley, Director of Development and Communications with the Memphis Music Foundation remarked, “We are delighted to have been a part of this unique project. And, I must say that it is altogether appropriate that we would have musicians sharing this message given the historical challenges musicians have had with securing affordable health insurance.”

A music video that features the song is being shared via social media by a number of local partners (see below). This video is the work of local videographer and musician, Justin Elliott Thompson. Through a partnership with Clear Channel Communications, thirty and sixty second commercials featuring the song and a voiceover by the mayor are being shared via social media channels by several local deejays and on-air personalities.

Wharton continued, “Our ranking as the most mentioned song in the history of music underscores the fact that Memphis inspires. And given the importance of the subject at hand, we hope this creative project inspires folks to enroll in the Health Insurance Marketplace today.”

The Marketplace video is reachable through the following links:

- Shortened version of song (roughly 2 ½ minutes):
<https://www.youtube.com/watch?v=FsVwRXQycYg>;
- Entire version of song (roughly 4 ½ minutes):
<https://www.youtube.com/watch?v=vTmsBxECfXA>;
- The Marketplace commercial (30 second version) is reachable through the following link:
<http://www.memphistn.gov/getcoversongSHORT>.

Contact: Bobby White, Mayor’s Office, 901.576.6011, bobby.white@memphistn.gov.

(Reminder) Organizations Join Massive Wave of Grassroots Organizing

11 new organizations and their events have been added to the massive wave of activity to educate consumers about their benefits and get people to sign up for coverage that works for them. The activities range from enrollment events and days of actions to bus tours and social media pushes. All of the events can be found at www.ACAFinancialHelp.com and <http://www.acafinancialhelp.com/>.

This Week’s Social Media Push

*(Updates) Focused outreach - We need your help

Until Marketplace open enrollment ends March 31st, HHS is highlighting a particular audience each week – while always maintaining focus on reaching out to the younger 18-35 year old population. 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 March 17th – Anniversary of the Affordable Care Act;
- Week of March 24th – Don't miss out.

Kyle is a veteran from San Antonio who got covered to give his family financial security. Check it out and help us get it out there with the below tweets and graphic!

- Video: [An Opportunity For the Future: Kyle's #GetCovered Story](#);
- "The ACA offers me the opportunity to go out & build a financial future." Watch Kyle's #GetCovered story: <http://bit.ly/1cZKfTb>;
- Kyle's pre-existing condition used to put affordable coverage out of reach. Not anymore: <http://bit.ly/1cZKfTb> #GetCoveredNow;
- A veteran from San Antonio, TX, Kyle found peace of mind for his family in the Marketplace: <http://bit.ly/1cZKfTb> #GetCoveredNow;
- Kyle's story reminds us that you can no longer be denied coverage for a pre-existing condition. Watch his story: <http://bit.ly/1cZKfTb>;
- [Graphic](#).

Omar owns his own videography business and is getting covered for \$65 a month:

- [RT @HHSgov](#);
- Omar pays just \$65 for his health insurance - perfect for his budget. <http://go.usa.gov/KUCh> #GetCoveredNow; [IMAGE]
- "Enrolling through the Marketplace at [HealthCare.gov](#) was extremely easy." – Omar from Del Rio, TX: <http://go.usa.gov/KUCh> #GetCoveredNow;
- Get the same peace of mind and security that Omar did. Read his story, then #GetCoveredNow. <http://go.usa.gov/KUCh>;
- Having health insurance allows Omar to focus on growing his business. Watch his #GetCovered story: <http://bit.ly/1mdvTlg>;
- Blog: [I Stopped Gambling With My Life: My #GetCovered Story](#);
- Watch his story: [YouTube](#);
- [Graphic](#).

Ernesto realizes he isn't superman and wants to remain healthy for his family.

- [RT @HHSgov](#);
- Now that he's 32, Ernesto doesn't feel like superman anymore: <http://go.usa.gov/KUQh> #GetCoveredNow; [IMAGE]
- Ernesto decided to #GetCovered because you never know what could happen to your health: <http://go.usa.gov/KUQh>;
- "The coverage is very affordable and fits our needs."—Ernesto from El Paso, TX on why you should #GetCoveredNow: <http://go.usa.gov/KUQh>;
- Blog: [I'm no Superman: My #GetCovered Story](#).

Andrea is getting covered for just \$32 a month, and her sister joined the fun. Help us get her story out there with the attached graphic and below tweets:

- [RT @HHSgov](#);

- Andrea, a 23-year-old Latina in Austin, TX, found coverage for \$32/month! Read her story & #GetCoveredNow: <http://go.usa.gov/KyxW>;
- Thanks to the Health Insurance Marketplace, good health now runs in Andrea's family: <http://go.usa.gov/KyxW> #GetCoveredNow;
- Andrea found a health plan at a reduced premium for only \$32 a month. Read her #GetCovered story: <http://go.usa.gov/KyxW>;
- Blog: [Good Health Now Runs In the Family: My #GetCovered Story](#).

Shelley enrolled in coverage to make sure she remains healthy for her 9-year-old son:

- [RT HHS](#);
- "The website worked easily." — Shelley, on finding an affordable health plan on HealthCare.gov: <http://go.usa.gov/KXfF> #GetCoveredNow;
- After just a few clicks and 15 minutes of shopping on @HealthCareGov, Shelley had health insurance for the first time in 5 years: <http://go.usa.gov/KXfF>;
- "I wanted to protect my health so I could be there for my son." Watch Shelley's story & #GetCoveredNow: <http://bit.ly/1fuKFMa>;
- "A lot of people will be surprised by their options on [HealthCare.gov](#) & just how affordable they can be:" <http://go.usa.gov/KXfF>;
- Blog: [Protecting My Health For My Son: My #GetCovered Story](#).

(Updates) HHS Office of Minority Health Infocards to Reach Young Adults

The HHS Office of Minority Health has created new ACA infocards to help support the ongoing outreach and enrollment efforts to racial and ethnic minority populations and we would love if you would share them widely with your partners and social media networks. The infocards, available in both English and Spanish, are aimed at the 18-35 year-old population and feature young adults from various ethnic and racial backgrounds—including Asian American Pacific Islander, Native American, Latino, African American, and mixed race.

The infocards can be found on the OMH website; Bitly: <http://1.usa.gov/1fVvPUM>.

The information can also be retweeted from: [@minorityhealth](#) [@saluddeminorias](#) [@MayraHHS](#).

Below is social media content for you to use:

Launch Tweets

- Today is the day. Please visit <http://1.usa.gov/1fVvPUM> and check out these infocards on why #ACA matters to young adults.
- About 30% of young adults are uninsured. Visit <http://1.usa.gov/1fVvPUM> & help your young invincible understand the importance of health care.
- It's that time. Time to share with you the brand new infocard series explaining why health care is important for young adults.
- The time has arrived! Check out this new infocard series on why #ACA should matter to young adults. Check them out at <http://1.usa.gov/1fVvPUM>.

- Hot off the presses. Please take a moment and visit <http://1.usa.gov/1fVvPUM> to check out a brand new #ACA infocard series for young adults.
- The time has come for us to raise the curtains. Go to <http://1.usa.gov/1fVvPUM> and share these #ACA infocards with your young invincibles.
- They're here! Go to <http://1.usa.gov/1fVvPUM> & check out this brand new infocard series on why young invincibles need health care.

Spanish Tweets

- Conseguir seguro médico es menos estresante que conocer a sus padres. #Asegúrate en <http://CuidadoDeSalud.gov> pic.twitter.com/lym2oPhpAt (goes with Meet the parents/family image).
- La salud mental es importante. #Asegúrate en <http://CuidadoDeSalud.gov> , tienes hasta el 31 de marzo. pic.twitter.com/iOjkGXWBco (goes with mental health image).
- También aceptamos novatos. #Asegúrate en <http://CuidadoDeSalud.gov> , tienes hasta el 31 de marzo. pic.twitter.com/1PmUR4soU8 (goes with image gym image).
- En la vida real no hay vidas múltiples. #Asegúrate en <http://CuidadoDeSalud.gov> , tienes hasta el 31 de marzo. pic.twitter.com/ETpDvnOpFM (goes with gamer image).

Launch Facebook

Today, please take a moment and check out a brand new infocard series on why it's important for young adults to secure a healthier future by enrolling for health coverage. About 30% of young adults are uninsured. Help us in bringing that percentage down. Visit <http://1.usa.gov/1fVvPUM> to check out the infocards. Please share them with your network, especially a young invincible in your life.

Did you know that young adults have the highest rate of uninsured of any group? That needs to change, and that's the motivation behind this brand new infocard series explaining why it's critical for young adults to get health care. Available in English and Spanish, check them out at <http://1.usa.gov/1fVvPUM>.

Veterans and the Affordable Care Act

[A new video from First Lady Michelle Obama](#) talks about how the ACA honors our commitment to our veterans and encourages veterans not covered by the VA and veteran families to sign up for health care coverage in advance of the March 31 deadline.

The Department of Health and Human Services partnered with the Veteran's administration to host a Google Hangout and Information session to inform veterans and their families about the ACA. You can access more information at [VA Health Care, the Affordable Care Act and You!](#)

FLOTUS Vets ACA video: <http://www.youtube.com/watch?v=yCTcdtkBbdU>.

Sports Stars Say, #GetCovered!

LeBron James Wants You to #GetCovered:

<http://www.whitehouse.gov/blog/2014/03/14/lebron-james-wants-you-getcovered>.

On March 19, NBA All-Star Kobe Bryant became the latest athlete to encourage Americans to enroll in coverage in [an interview](#) on the Dan Patrick show, which is nationally syndicated on 275 radio stations, and simulcast online and on television via DirectTV and the NBC Sports Network. Former NBA All-Star, and current member of the President's Council on Fitness, Sports & Nutrition, Grant Hill also called into sports radio shows today in Miami, Dallas, and Houston.

On March 20, the nationally syndicated sports radio show, The Herd with Colin Cowherd, will air an interview with President Obama focused on the importance of sports fans and others signing up for health care coverage.

Also On March 20, former White House aide and Duke basketball standout Reggie Love will participate in radio interviews touching markets in Miami and Raleigh.

The initiative [GamePlan4Me.com](#) will lead a social media day of action tomorrow, pushing out messages to drive traffic to their site, which links to [HealthCare.gov](#). The site features athletes like Kobe Bryant, CC Sabathia, and Victor Cruz discussing the importance of young people making healthy and proactive decisions about their future, including signing up for health insurance. More athletes have been following the lead of stars like [Kevin Durant](#), who sent a #GetCoveredNow tweet to over 6 million of his followers.

AAPIC Community Resources

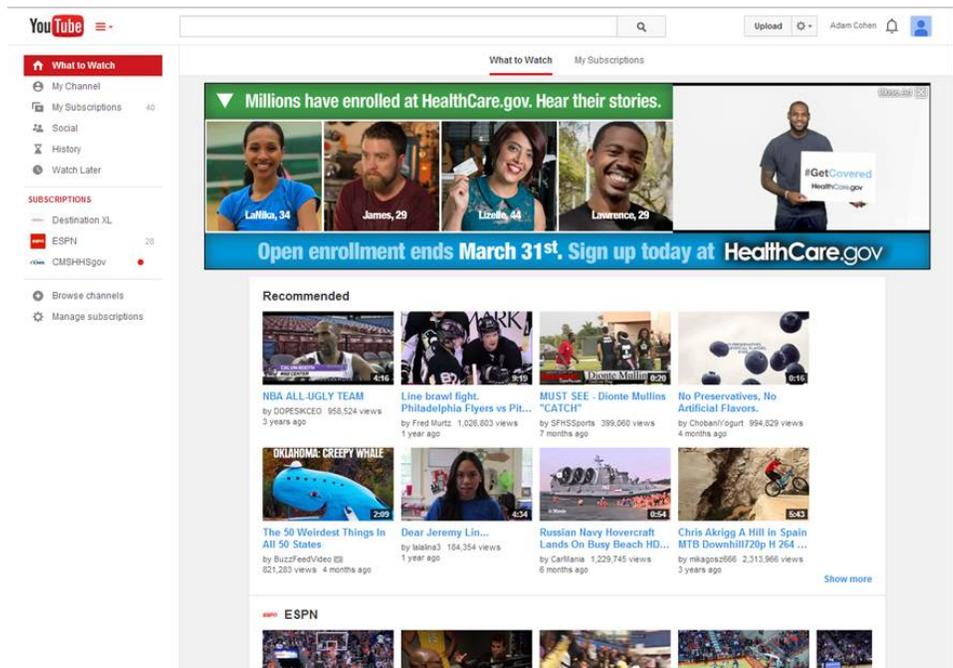
Here are some new tools and resources you can forward to your networks and promote over social media:

1. New- White House infographics on AAPIs and the ACA (click [here](#) and see attached).
2. New- HHS report: [Eight out of 10 uninsured AANHPIs may be eligible for financial assistance](#).
3. [Archived video footage](#) from yesterday's AAPI+ACA Google+ Hangout.
4. Tweets by [Michelle Kwan](#) and [George Takei](#) and [Maulik Pancholy](#).
5. This [PSA by actor John Cho](#).
6. This [Instagram by Mindy Kaling](#).
7. The following articles and Op-Eds in AAPI media outlets:
 - o [MomsRising: HealthCare.gov Answered My Prayers](#), by Maly Xiong (also cross-posted on [HHS.gov](#) with [infographic](#)).
 - o [NW Asian Weekly: Chinese Americans to Benefit from the ACA](#) by Daphne Kwok, Chair of the President's Advisory Commission on AAPIs.
 - o [KoreAM Journal: Korean Americans to Benefit From the Affordable Care Act](#), by Dr. Howard Koh, Assistant Secretary for Health.
 - o (in Vietnamese) [Viet Bao Daily: Vietnamese Americans to Benefit from the ACA](#), by Dr. Tung Nguyen, Member of the President's Advisory Commission on AAPIs.
 - o (in Chinese) [World Journal: Obamacare waving to 1.6 million Asians: from "uninsured" to "insured"](#).

- (in Korean) [Korea Daily: Special Announcement: Let's Enroll in Obamacare](#) by Dr. Howard Koh, Assistant Secretary for Health.

Testimonials on YouTube

This week, we launched a masthead on [YouTube.com](#) featuring testimonials from people gaining coverage from the Health Insurance Marketplace. We anticipate reaching lots of people with the masthead as YouTube averages just over 7 million daily unique users. The ad will show to anyone accessing YouTube's home page from their computer.



More Social Media Appearances

[Michelle Obama Teams Up With Moms of Jennifer Lopez, Adam Levine, Others for #YourMomCares Video.](#)

[Phone Interview with President Barak Obama](#) (Spanish) – Univision Sports.

[Marc Anthony llama a hispanos a inscribirse al Obamacare.](#)

El cantante puertorriqueño Marc Anthony exhortó en Twitter a la comunidad hispana a inscribirse al plan de salud del presidente Barack Obama.

Marc Anthony's Tweet: "Mi gente ¡Vive tu vida, #Asegurate! Visita <http://cuidadodesalud.gov> #GetCovered".

Share your Story

Reminders: 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.

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

Tweets – #OurSalud: Comparte Tu Historia Tool

<http://www.hhs.gov/healthcare/facts/mi-experiencia-es/index.html>.

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>.

Upcoming Trainings

Seminario Web sobre El Mercado de Seguros Médicos (*English invite follows*)

Viernes, 21 de marzo de 2014 • 4:30 pm Tiempo del Este
(3:30pm Centro, 2:30pm Montaña, 1:30pm Pacifico)

Enlace: https://engage.vevent.com/rt/betah_associates_inc~032114

La Comisión de la Salud Fronteriza México-Estados Unidos y los Centros de Servicios de Medicare y Medicaid les invita a un seminario web con el fin de proporcionar información sobre la Ley de Salud a Bajo Costo y les explica cómo funciona el nuevo Mercado de Seguros Médicos.

Según un nuevo informe publicado por el Departamento de Salud y Servicios Humanos de los Estados Unidos, aproximadamente 8 de cada 10 latinos sin seguro podrían calificar para Medicaid, el Programa de Seguro Médico para Niños (CHIP) o una reducción del costo de sus primas mensuales a través del Mercado de Seguros de Salud.

Ahora en www.CuidadoDeSalud.gov consumidores pueden ver información más detallada sobre cada plan de seguro de salud que se ofrece en su zona a través del Mercado antes de presentar la solicitud. Es importante que nuestra comunidad en la frontera esté informada sobre los requisitos de elegibilidad para inscribirse.

¡Esperamos que todos puedan participar y que compartan información!

Sinceramente,

La Comisión de la Salud Fronteriza México-Estados Unidos y los Centros de Servicios de Medicare y Medicaid

Para más información o si tiene preguntas contacte a Jeanette.Contreras@cms.hhs.gov o (202) 690-2303.

Overview of the Health Insurance Marketplace

(English version of the Spanish invite above; please note this is a separate English-language webinar)

Monday, March 24, 2014 • 4:30 pm ET

(3:30pm CT, 2:30pm MT 1:30pm PT)

Register: https://engage.vevent.com/rt/betah_associates_inc~032414

Please join the U.S.-Mexico Border Health Commission and the Centers for Medicare & Medicaid Services for an overview of the Affordable Care Act and the Health Insurance Marketplace.

A new report issued today by the U.S. Department of Health and Human Services 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.

Now on CuidadoDeSalud.gov, consumers can find detailed information about eligibility and compare health plans available in their local area the Marketplace before enrolling. Please join us in helping to get the word out to Latino communities about options for coverage available on the Marketplace.

We look forward to your participation and feedback!

Sincerely,

- U.S.-Mexico Border Health Commission and the Centers for Medicare & Medicaid Services

Please direct any questions to Jeanette Contreras at Jeanette.Contreras@cms.hhs.gov or (202) 690-2303.

(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, March 27 at 2:00 PM ET: [Click to Register.](#)
- Thursday, April 3 at 2:00 PM ET: [Click to Register.](#)
- Thursday, April 10 at 2:00 PM ET: [Click to Register.](#)

- Thursday, April 17 at 2:00 PM ET: [Click to Register.](#)
- Thursday, April 24 at 2:00 PM ET: [Click to Register.](#)
- Thursday, May 1 at 2:00 PM ET: [Click to Register.](#)
- Thursday, May 8 at 2:00 PM ET: [Click to Register.](#)
- Thursday, May 15 at 2:00 PM ET: [Click to Register.](#)
- Thursday, May 22 at 2:00 PM ET: [Click to Register.](#)
- Thursday, May 29 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.

HHS Partnership Center ACA Webinars

You are invited to our special Wednesday Night Webinars and our Questions and Answers webinars on Thursday afternoon. Faith-based and community organizations are welcome to join the webinar as a group. Please let us know if you are interested in joining us as a group by emailing ACA101@hhs.gov.

To participate in one of the webinars, please select your preferred topic from the list below and submit the necessary information. After registering you will receive an e-mail confirmation containing information about joining the webinar. Please contact us at ACA101@hhs.gov if you have problems registering or if you have any questions about the health care law. You may also join the webinar by telephone only. All webinars are one hour. To view this notice online, go to http://www.hhs.gov/partnerships/resources/aca_101-invite.html.

[Health Care Law 101 – Health Insurance Marketplace](#) - March 26 at 7:00 pm ET - Special Wednesday Night Session
(6 pm CT, 5 pm MT, 4 pm PT)

To Join By Phone Only, Dial 646-307-1705, Access Code: 603-316-464,
For those joining by phone only, the Pin Number is the # key.

A presentation on the main provisions of the Affordable Care Act, the health care law. Information on the Health Insurance Marketplace, how to enroll in health insurance and key websites with resources on the law will be shared. We will end with a question and answer session. Please send your questions to ACA101@hhs.gov prior to March 26 at noon ET.

HHS blog posts about the Affordable Care Act and HealthCare.gov

Blog post from Thursday, March 20:

Title: Good Health Now Runs In the Family: My #GetCovered Story;

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/andreas-enrollment-story.html>.

Blog post from Tuesday, March 18:

Title: Marketplace Momentum Gathering Across the Country;

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/marketplace-momentum-gathering-across-country.html>.

Blog post from Tuesday, March 18:

Title: I'm no Superman: My #GetCovered Story;

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/ernestos-enrollment-story.html>.

Blog post from Tuesday, March 18:

Title: Don't Let a Sports Injury Keep You Out Of The Game, Get Covered Today;

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/stay-in-the-game-get-covered-today.html>.

Blog post from Monday, March 17:

Title: I Stopped Gambling With My Life: My #GetCovered Story;

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/omars-enrollment-story.html>.

Blog post from Monday, March 17:

Title: Marketplace Enrollment Hits 5 Million Milestone;

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/marketplace-enrollment-hits-5-million.html>.

Blog post from Friday, March 14:

Title: Protecting My Health For My Son: My #GetCovered Story;

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/shelleys-enrollment-story.html>.

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

Blog post from Friday, March 21:

Title: Join us on March 24th for a "Tribal Day of Action" for Affordable Care Act Enrollment;

Link: <http://www.whitehouse.gov/blog/2014/03/21/join-us-march-24th-tribal-day-action-affordable-care-act-enrollment>.

Blog post from Monday, March 17:

Title: 14 Days Left to Get Covered: A Different Kind of Bracket;

Link: <http://www.whitehouse.gov/blog/2014/03/17/14-days-left-your-bracket>.

Blog post from Friday, March 14:

Title: "Seriously, Do You Want Your Mother to Have a Nervous Breakdown?" Listen to These Moms Share Why You Should Get Covered:

Link: <http://www.whitehouse.gov/blog/2014/03/14/seriously-do-you-want-your-mother-have-nervous-breakdown-listen-these-moms-share-why>.

Blog post from Friday, March 14:

Title: The First Lady Encourages Military Families to Get Covered;

Link: <http://www.whitehouse.gov/blog/2014/03/14/first-lady-encourages-military-families-get-covered>.

Blog post from Friday, March 14:

Title: Making Health Care Coverage More Accessible and Equitable for Same-Sex Couples;

Link: <http://www.whitehouse.gov/blog/2014/03/14/making-health-care-coverage-more-accessible-and-equitable-same-sex-couples>.

Blog post from Friday, March 14:

Title: LeBron James Wants You to #GetCovered;

Link: <http://www.whitehouse.gov/blog/2014/03/14/lebron-james-wants-you-getcovered>.

Blog post from Friday, March 14:

Title: Watch President Obama's Interview with WebMD Readers;

Link: <http://www.whitehouse.gov/blog/2014/03/13/watch-president-obama-s-interview-webmd-readers>.

Blog post from Friday, March 14:

Title: West Wing Week 03/14/14 or "What's Up, Captain America?";

Link: <http://www.whitehouse.gov/blog/2014/03/14/west-wing-week-031414-or-whats-captain-america>.

Thank you all for your committed support!

-CMS Office of Communications, Partner Relations Group