



March 28, 2014

Champions for Coverage:

We're only 3 days away from the end of the Marketplace Open Enrollment! Just yesterday we announced that [more than 6 million individuals](#) have signed up for coverage through the Health Insurance Marketplaces since October 1. You are doing a remarkable job in getting people to coverage...please keep going! Please read along for important information for consumers, updated materials, social marketing resources, and recent CMS announcements that will come in handy for these next few days.

[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](#)

Each of the pages below has been updated telling people:

- Not to start a paper application
- If you did send in a paper application more than 7 days ago, call the call center to continue, or just go online:
 - 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>

New Assister Resources

Whether you are directly assisting individuals with enrollment and/or are working closely with the enrollment assisters in your community, these resources may come in handy these next few days:

- Recent Immigration Related [HealthCare.gov](http://www.healthcare.gov) Updates – March 2014:
<http://marketplace.cms.gov/help-us/immigration-updates.pdf>
- Marketplace Assister Earned Media and Promotion Toolkit: <http://marketplace.cms.gov/help-us/marketplace-assister-toolkit.pdf>
- Enrollment Event Flyer Template: <http://marketplace.cms.gov/help-us/enrollment-flyer.pdf>

These and other resources are available on [Marketplace.cms.gov](http://marketplace.cms.gov) on the “Resources for assisters” tab: <http://marketplace.cms.gov/help-us/2-partner-with-us.html>

Important News and Updates



WHAT ACTUALLY HAPPENS ON MARCH 31?

OPEN ENROLLMENT IN THE
HEALTH INSURANCE MARKETPLACE ENDS.



WHAT'S THAT ACTUALLY MEAN?

IF YOU WANT HEALTH INSURANCE IN 2014,
YOU NEED TO SIGN UP BEFORE 3/31.



Sign up online, by phone, or by mail.

SERIOUSLY?

**YES, SERIOUSLY.
NO MORE PROCRASTINATING.**

NOW

LATER

VISIT HEALTHCARE.GOV AND ENROLL

Join more than 6 million Americans
who have signed up already.

#GetCovered

HealthCare.gov

6 Million and Counting!

March 27, 2014 – Blog posted by Marilyn Tavenner, Administrator, Centers for Medicare & Medicaid Services

As this historic open enrollment period enters its final days, more than 6 million Americans have signed up for coverage through the Health Insurance Marketplaces since October 1, thanks to the Affordable Care Act. Those looking to get covered before the March 31st deadline still have time by visiting HealthCare.gov or by phone at 1-800-318-2596/TTY 1-855-889-4325. You can also find help in your community at localhelp.healthcare.gov.

Many of these more than 6 million Americans are sharing their stories of finding a new way to get quality, affordable health coverage through the Federal and State-based Marketplaces.

Please click hear for the full blog post:

<http://www.hhs.gov/healthcare/facts/blog/2014/03/marketplace-enrollment-hits-6-million.html>

[6 Million and Counting Graphic](#)

Tweets for general use:

- Breaking News: 6 million Americans have enrolled in the Health Insurance Marketplace. RT the good news & join them: <http://go.usa.gov/KH4F>

- Awesome news you've gotta share—6 million Americans have signed up for a health care plan since Oct. 1! <http://go.usa.gov/KH4F>
- Join the 6 million Americans who have enrolled in a health care plan—#GetCoveredNow at www.HealthCare.gov
- RT to spread the word: 6,000,000 and counting Americans have signed up for a health insurance plan! <http://go.usa.gov/KH4F>

Tweets specifically for Partners:

- Retweet Secretary @Sebelius
- Breaking news out of @HHSgov today—6 million Americans and counting have signed up for health insurance! <http://go.usa.gov/KH4F>
- Share the great news from @HHSgov—6 million have signed up for a health insurance plan! <http://go.usa.gov/KH4F> #GetCoveredNow
- 6 million+ Americans have signed up for health insurance since Oct 1. Read the latest blog @HHSgov: <http://go.usa.gov/KH4F> #GetCoveredNow
- News worth an RT via @HHSgov: 6 million Americans have enrolled in health insurance since Oct. 1st! <http://go.usa.gov/KH4F> #GetCoveredNow

Talking Points: More Than Six Million Americans Sign-Up For Quality,
Affordable Insurance
Thursday, March 27, 2014

- More Than Six Million Have Signed Up: As consumers continue to surge to [HealthCare.gov](http://www.HealthCare.gov) before the March 31st deadline, more than 6 million Americans have signed up for quality, affordable health insurance plans through the federal and state marketplaces since October 1.
- ACA Year 1 Enrollment is Already Well Outpacing Medicare Part D Enrollment: After the initial open enrollment period for Medicare Part D, during which the Bush Administration also made several administrative adjustments to ease transition, enrollment was just 70 percent of the enrollment estimated by CBO. [As recent analyses have shown](#), ACA enrollment has already well-surpassed that with several days left before the March 31 deadline.
- The Affordable Care Act is Working: The more than six million Americans who have signed up for private insurance through that Marketplaces is in addition to the millions of Americans who have gotten coverage through Medicaid and CHIP and the more than 3 million young adults who previously gained coverage by staying on their parents' plans. And millions of Americans with insurance now have the peace of mind and health security that comes with the new benefits that kicked in on January 1, like protections against discrimination based on a pre-existing condition, being charged more just because you are a woman.
- Nationwide Consumer Surge for Health Care: We are seeing near record numbers of consumers coming to check out their options and enroll in coverage. Yesterday alone, we had 1.5 million visits to [HealthCare.gov](http://www.HealthCare.gov) and took more than 430,000 calls at our 24/7 call center.
- With Four Days Left Before the Deadline, We're Redoubling Our Efforts to Bring Quality, Affordable Coverage to All Americans: While we are thrilled that millions of Americans have gotten coverage, there are still four days left of open enrollment for 2014. We're rolling up our sleeves and

redoubling our efforts to reach as many Americans as possible by the March 31st deadline to ensure they know what options are available to them and how they can sign up.

- March 31 is the Deadline. Spread the Word to Your Friends and Family Members to Get Covered Now: With 4 days left for consumers to sign up for coverage, we are working hard to ensure that our systems can handle the unprecedented demand as people enroll before the March 31 deadline. But make sure your friends, family members, co-workers and communities don't wait – tell them to sign up now for coverage by visiting HealthCare.gov or by phone at 1-800-318-2596/TTY 1-855-889-4325. You can also find help in your community at localhelp.healthcare.gov.

Open Enrollment Ends March 31 – Just 5 days Left to Apply

March 26, 2014 – Blog posted by Julie Bataille, Director of Communications, Centers for Medicare & Medicaid Services

Open Enrollment for the Health Insurance Marketplace ends in only 5 days. There are just 5 days left for consumers to apply for and enroll in quality, affordable coverage. If you don't have health insurance and don't begin to sign up by the deadline—you can't get coverage again until next year.

Right now we are seeing a surge in consumers coming to HealthCare.gov and calling call centers. We're working hard to ensure that our systems can handle record-high consumer demand over the next few days. HealthCare.gov continues to perform well in terms of response time and error rates, even with traffic that is similar to what the site experienced at the end of December, the deadline for consumers who wanted their coverage to begin on January 1. There were over 1.2 million visits to the website and more than 390,000 calls received at our call center yesterday, which confirms that there is tremendous interest in signing up for coverage before the March 31 deadline.

To read the entire blog, please click here: <http://www.hhs.gov/healthcare/facts/blog/2014/03/open-enrollment-ends-march-31.html>

For additional information, please see the links in the section directly below, under "Special Enrollment Periods".

Special Enrollment Periods in the Marketplace (March 26)

The deadline for open enrollment is March 31st. As the Administration said previously, those consumers who are in line by the March 31st deadline to complete enrollment, we will make sure you get covered. Just like Election Day, if you are in line when the polls close, you get to vote. We won't close the door on those who tried to get covered and were unable to do so through no fault of their own. So, those who were in line or had technical problems with the website can quickly come back and sign up as soon as possible.

Click here for additional details - Guidance for Issuers on People "In Line":

<http://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/in-line-SEP-3-26-2014.pdf>

Additionally, CMS also is clarifying that under limited circumstances, people with complex cases may qualify for a special enrollment period. These include, for example, victims of domestic abuse and consumers who were found ineligible for Medicaid, but whose accounts were not transferred to the Marketplace in a timely way before March 31. These special cases are for specific situations where a consumer was not able to successfully complete enrollment during the open enrollment period despite their efforts to do so and through no fault of their own.

Click here for additional details - Guidance for Issuers on Complex Cases:

<http://www.cms.gov/CCIIO/Resources/Regulations-and-Guidance/Downloads/complex-cases-SEP-3-26-2014.pdf>

More resources:

- Consumer fact sheet: <http://marketplace.cms.gov/getofficialresources/publications-and-articles/sep-complex-cases.pdf>
- Two Assister fact sheets: <http://marketplace.cms.gov/help-us/assisting-consumers-march-31.pdf>
<http://marketplace.cms.gov/help-us/complex-cases-sep.pdf>
- U.S. Treasury Department Domestic Violence fact sheet: <http://www.treasury.gov/press-center/press-releases/Pages/jl2334.aspx>
- New [HealthCare.gov](http://www.healthcare.gov) content is live here: <https://www.healthcare.gov/sep-list/>

End of Open Enrollment Remains March 31st – Talking points

Facts about the End of Open Enrollment

- The end of enrollment is just days away and consumers are calling the call centers, and coming to [HealthCare.gov](http://www.healthcare.gov) at record rates.
- March 31st is the end of open enrollment, the deadline to get covered isn't changing.
- If people are still trying to get signed up on the 31st, we will make sure they get covered. Just like Election Day, if you are in line when the polls closed you get to vote.

People in Line

- Right now we are seeing a surge in consumers coming to the site and calling call centers.
- Consumers should know now if they are still trying to get signed up on the 31st, we will make sure they get covered.
- This will be just like Election Day: if you are in line when the polls closed you get to vote.
- Note on self-attestation: Similar to what we did in December, consumers will attest that they tried to enroll by the deadline as part of their application process.

Complex Cases and Errors

- Those who were in line or had technical problems with the website should quickly come back and sign up as soon as possible.
- If consumers had a complex case, for example victims of domestic violence who don't want to file jointly, we will make sure we work through those cases.
- The law has built-in systems to help those with complex cases.

#GetCovered – Enroll Now! Consumer Tips

Consumers have only a few days left to get 2014 coverage through the Health Insurance Marketplace. Open enrollment in the Marketplace ends March 31.

Affordable plans are still available. Across the country, 6 out of 10 uninsured Americans can get covered for \$100 per month or even less – some for a lot less. [Don't delay. Enroll today.](#)

Here are some consumer tips:

- Time is running out. Open enrollment in the Marketplace ends March 31.
- Get Ready. Start by gathering important information – like birthdates and Social Security or document numbers – for everyone who will be on the application.
- Get help. You can sign up 24 hours a day, 7 days a week at HealthCare.gov (which is working smoothly). You can also sign up in Spanish at CuidadoDeSalud.gov. You can call 1-800-318-2596, any time, any hour, and a trained representative will help you enroll. (Because there are only a few days left, we don't recommend mailing a paper application now). You can also find a person in your community to help you at localhelp.healthcare.gov.
- Get a break on costs. 83 percent of those signing up for plans in the Marketplaces have been found eligible for a break on costs to make insurance more affordable, you could too.
- Get what you need most. Think about what you need most from a health plan – affordable premiums, access to certain providers, coverage for specific medicines? Knowing what's most important to you will make comparing options and choosing a plan easier and faster.
- Take Action Today. If you've been trying to enroll and experienced delays, or needed a caseworker or call center representative to help, don't worry! Even if the details of your situation are still being worked out, we'll help you get covered.
- After you enroll through the Marketplace, remember to pay your first monthly premium. Your coverage isn't effective until you take that step. Remember, if you don't sign up by March 31st, you can't get covered until next year. If you can afford to pay for insurance and choose not to have it, you could pay a fee on your 2014 taxes.

We're ready to help you and are enrolling people like you every day. We want you to join them. [Read personal stories](#) of how the Marketplace has helped people across the country and share your [#GetCovered](#) story.

Readout of the President's Call with Health Care Navigators Announcing that 6 Million Americans Have Signed Up for Health Insurance

March 27, 2014 - The White House, Office of the Press Secretary

This afternoon, while traveling in Italy, President Obama convened a conference call with health care navigators and volunteers helping with enrollment efforts and announced that more than 6 million Americans have signed up for private health insurance plans through the federal and state Marketplaces since October 1. The President was joined on the call by several thousand grassroots volunteers, navigators and in-person assistors who are leading the effort to enroll millions of Americans in quality, affordable health insurance plans.

During the call, the President thanked the group for all their hard work to date and discussed the importance of building on this progress over the last four days of open enrollment. With consumers' interest in signing up for health insurance surging – yesterday there were over 1.5 million visits to HealthCare.gov and over 430,000 calls to the call centers – the President encouraged the navigators and volunteers to redouble their efforts over the next four days and leave no stone unturned in trying to bring affordable health coverage to as many Americans as possible by the March 31 deadline. Nationwide, there more than 27,000 trained assistors in all fifty states who are helping consumers sign up in their communities. Consumers can find out how to get local in person help at this link on HealthCare.gov or through their state marketplaces.

Statement by the President on the Fourth Anniversary of the Affordable Care Act

Since I signed the Affordable Care Act into law, the share of Americans with insurance is up, and the growth of health care costs is down, to its slowest rate in fifty years – two of the most promising developments for our middle class and our fiscal future in a long time.

More Americans with insurance have gained new benefits and protections – the 100 million Americans who've gained the right to free preventive care like mammograms and contraception, the eight million seniors who've saved thousands of dollars on their prescription drugs, and the untold number of families who won't be driven into bankruptcy by out-of-pocket costs, because this law prevents insurers from placing dollar limits on the care you can receive.

Please click here for the entire statement: <http://www.whitehouse.gov/the-press-office/2014/03/23/statement-president-fourth-anniversary-affordable-care-act>

Open Enrollment Period for 2015

The annual open enrollment period for the 2015 benefit year will begin on November 15, 2014 and extend through February 15, 2015. This schedule gives consumers from November 15, 2014 until February 15, 2015, to shop for coverage for the 2015 calendar year. For more information, check out the fact sheet: <http://www.cms.gov/Newsroom/MediaReleaseDatabase/Fact-sheets/2014-Fact-sheets-items/2014-03-05-2.html>

Pre-Existing Condition Insurance Plan (PCIP) Coverage Extension

Enrollees in the federally-run Pre-Existing Condition Insurance Plan (PCIP) who have not yet found new health insurance coverage through the Marketplace can purchase an additional month of PCIP coverage through April 30, 2014, while they continue their search. However, time is running out. These consumers need to act quickly to avoid a lapse in coverage. Open enrollment through the Marketplace for the 2014 plan year ends on March 31st. Enrollees will be notified by mail of the option to extend their PCIP plan through April, along with details about cost-sharing. Eligible enrollees can purchase PCIP transitional coverage by sending in an April premium payment; this will be the same monthly rate that they paid for each month from January-March 2014.

As a reminder, PCIP is a transitional bridge program that provides quality, affordable coverage for people with health conditions who were otherwise shut out of the health insurance market or charged more because of their pre-existing condition prior to the new ACA requirements. This additional month gives this vulnerable population more time to enroll in a plan and ensure continuity of coverage.

For additional information, assisters should visit www.pcip.gov and [What if I have PCIP coverage?](#) PCIP enrollees can visit www.pciplan.com for questions about benefits, doctors, and services.

Observing LGBT Health Awareness Week

A statement by HHS Secretary Kathleen Sebelius: LGBT Health Awareness Week is an important time to bring attention to the unique health needs of lesbian, gay, bisexual, and transgender (LGBT) Americans and to highlight the progress we've made in our work to ensure LGBT Americans have the same rights and protections as other Americans, especially through implementation of the Affordable Care Act.

It's critical for the LGBT community and all Americans to remember that Monday, March 31 is the last day of open enrollment and those who miss out can't get covered through the Marketplace until 2015.

Read more here: <http://www.hhs.gov/news/press/2014pres/03/20140326a.html>

Update: Coverage to Same-Sex Spouses

Starting next year in 2015, if an insurance company offers coverage to opposite-sex spouses, it cannot choose to deny that coverage to same-sex spouses. In other words, insurance companies will not be permitted to discriminate against married, same-sex couples when offering coverage. This will further enhance access to health care for all Americans, including those with same-sex spouses. Please note that insurance companies are not required to cover spouses although many insurance companies do. Some issuers are already covering same-sex spouses equally. Until the requirement is in full effect in 2015, assisters can help these consumers enroll in plans now.

For consumers who are already enrolled in coverage, assisters may help consumers work with their current insurance company to make sure both spouses are covered. In many cases, when an enrollment is not allowed, the issuer will reach out to the consumer to indicate this. Consumers in these cases will be allowed to change plans, and may need to group separately as previously described. For consumers who have not yet completed enrollment, assisters can be helpful with grouping consumers on their

application. Same-sex spouses can be on the same application, but in some cases must be grouped separately and enrolled in separate plans. If an assister is aware that an insurance company will not allow same-sex spouses to be on the same insurance plan, the assister can help the consumer to group one of the spouses separately before completing enrollment.

Check out a related blog: [Making Health Care Coverage More Accessible and Equitable For Same-Sex Couples](#) and FAQ: [Frequently Asked Question on Coverage of Same-Sex Spouses](#)

(Update) Brother2Brother

Let's start talking with each other about our health, Brother2Brother.

Here's a shocking statistic: nearly 23 million men, especially young adult men, are uninsured today. And while coverage is available on the [Health Insurance Marketplace](#), too many of men need a sudden wake-up call — in the form of a health crisis — to make them realize that they're not invincible.

But it shouldn't take something going wrong for us to understand the need for insurance coverage. We want the men in our lives — our fathers, our brothers, our sons, our friends — to stay healthy. Getting health insurance is one way to make that a reality. We want to help, but we don't know where to start.

All it takes is a conversation, men talking to men, brother to brother. Health isn't one of the first things we talk about. It might not even be the tenth. So, starting the conversation can be the hardest part.

Brother2Brother makes it easier by giving us three questions to spark conversation:

1. When was your most recent doctor's visit?
2. What is the best reason you have to care about your health and to be healthy?
3. What can you do today to start living a healthier life?

These questions give men the opportunity to invest in a healthy future for themselves, their families, and their friends.

Brother2Brother also created a print-ready [handout](#) that includes these questions plus five tips about staying healthy. You're free to print it and hand it out to the men in your life.

Remember, each of us has the power to take our health in our hands. To learn about how to get affordable health care coverage, visit www.HealthCare.gov. Together, let's create a brighter and healthier future for us all.

It only takes three questions to get a conversation about health care started.

Check out HHS Secretary Kathleen Sebelius' blog: [Starting the conversation: Brother2Brother](#)

Or use these Tweets to help us spread the word about #Brother2Brother

- We all have the power to take our health in our hands. Start a conversation #brother2brother today .<http://go.usa.gov/BHTT> #GetCovered
- It's time to man up about your health. Here are three questions to get that conversation started: <http://go.usa.gov/BHTT> #brother2brother

- If you have your brother's back, it means you'll talk to them about their health. <http://go.usa.gov/BHTT> #GetCovered #brother2brother
- #Brother2Brother invites all of us to start talking by asking three basic health questions: <http://go.usa.gov/BHTT>

Tweets – #Brother2Brother

- @MagicJohnson is talking #brother2brother about healthcare -- you can too. Start a conversation today: <http://go.usa.gov/Kc3h>
- #brother2brother is all about talking about your health. It only takes 3 questions to get the conversation started: <http://go.usa.gov/Kc3h>
- Alonzo Mourning's talking #brother2brother. #GetCovered to stay in the game. <http://go.usa.gov/Kc3h>
- "It's intelligent to take care of yourself."—Justin, a 28 yr. old bartender from FL: <http://go.usa.gov/Kc3h> #brother2brother #GetCovered

Enrollment Event Websites and Faith-Based Toolkits Now Available

Get Covered America has two websites to search for health insurance enrollment events in your local community. Go to www.getcoveredamerica.org or www.acafinancialhelp.org to register and find the Events Near You. HHS and CMS are also posting many faith-based enrollment events [here](#).

The HHS Partnership Center works with many organizations, including Enroll America and Get Covered America. The faith outreach team at Enroll America has produced three Health Care Toolkits for the faith community:

- Health Care in the [Pulpit](#)
- Health Care in the [Muslim Community](#)
- Health Care in the [Jewish Community](#)

Open enrollment ends on March 31, 2014. If you don't have health insurance, enroll on www.HealthCare.gov, go to localhelp.HealthCare.gov to find organizations that can help you enroll, search the enrollment events using the link above, or call the 1-800-318-2596 24 hours a day/7 days a week. The 800 number is available in English and Spanish and 150 other languages. You can also submit a paper application that is available [here](#) but the paper application may not be processed before the deadline of March 31. After open enrollment closes on March 31, the next open enrollment period starts on November 15, 2014.

Refugees and the Affordable Care Act

The HHS Office of Refugee Resettlement has new videos, fact sheets, information in multiple languages and other tools to help refugees understand the health care law and enroll in health insurance. To view the new materials, go to: <http://www.acf.hhs.gov/programs/orr/health>.

This Week's Social Media Push

Real People, Real Stories...Please Share

Amelia, an opera singer and teacher from Austin who didn't have to choose between health care and a job she loved thanks to the ACA!

- [Graphic](#)
- [RT @HHSgov](#)
- Think you can't take your dream job because it doesn't offer insurance? Think again. <http://go.usa.gov/Kd8z> #GetCoveredNow
- Thanks to the Health Insurance Marketplace, Amelia didn't have to choose between her passion & having health care: <http://go.usa.gov/Kd8z>
- No one should have to choose between a job they love and health insurance. Read Amelia's story & #GetCoveredNow: <http://go.usa.gov/Kd8z>
- An Opera singer and teacher from Austin, Texas, Amelia is more than happy with her new health plan: <http://go.usa.gov/Kd8z> #GetCoveredNow
- Blog: [Getting In Tune For My Future: My #GetCovered Story](#)
- VIDEO: https://www.youtube.com/watch?v=egoQ_S-K41E.

Janet from Indiana:

- [Retweet @HHSgov](#)
- Janet from Fort Wayne, IN is saving \$12K/yr on health insurance. Visit www.HealthCare.gov today. #GetCoveredNow
- Take charge of your health care—visit www.HealthCare.gov and #GetCoveredNow!
- After finding a health plan on www.HealthCare.gov, Janet's premiums went from \$979/mo to \$175/mo! #GetCoveredNow

Fawziah, a 29-year-old from New Jersey whose employer couldn't offer her health insurance – luckily she was able to find a plan she was happy with in the Marketplace!

- [Graphic](#)
- [RT @HHSgov](#)
- Fawziah, a 29-year old from New Jersey has already used her new coverage 4 times. <http://go.usa.gov/Kwyz> #GetCoveredNow
- "My mom told me about @HealthCareGov. It was easy to enroll, once I stopped procrastinating." <http://go.usa.gov/Kwyz> #GetCoveredNow
- Fawziah's employer couldn't offer her health coverage, so she got covered through Marketplace: <http://go.usa.gov/Kwyz> #GetCoveredNow
- Blog: [Doing the Work I Want to Do: My #GetCovered Story](#)
- VIDEO: https://www.youtube.com/watch?v=Ly_9jMafqTo

Sarah, a 32-yr-old artist who never thought she needed health insurance, but purchased it because she believed in the ACA, ended up with a ruptured appendix soon after her coverage kicked in.

- [Graphic](#)
- [RT @HHSgov](#)
- 32 & always healthy, Sarah didn't think she'd need health insurance until her appendix ruptured: <http://go.usa.gov/KGn9> #GetCoveredNow

- When Sarah signed up for a health plan, she was healthy. A few days later, her appendix ruptured: <http://go.usa.gov/KGn9> #GetCoveredNow
- “The \$56 a month I’m paying for my plan won’t break the bank, but the hospital bill could’ve bankrupted me:” <http://go.usa.gov/KGn9>
- Sarah’s health insurance was there when she needed it—read her #GetCoveredNow story: <http://go.usa.gov/KGn9>
- Blog: [In Sickness and In Health: My #GetCovered Story](#)

Aqualyn had \$50K in medical bills and no health insurance until the Affordable Care Act came along.

- [RT @HHSgov](#)
- Imagine having no insurance & \$50K in medical debt. That was Aqualyn’s story until the ACA happened: <http://go.usa.gov/KsBP> #GetCoveredNow
- A comeback story you’ll want to read—from \$50K in medical debt & uninsured to covered and living free: <http://go.usa.gov/KsBP> #GetCoveredNow
- Once in \$50K of medical debt & without insurance, Aqualyn now has peace of mind <http://go.usa.gov/KsBP> #GetCoveredNow
- “Being able to get health coverage through the Marketplace was a tremendous relief.” Meet Aqualyn: <http://go.usa.gov/KsBP> #GetCoveredNow
- Thanks to the Marketplace, Aqualyn can pursue her dreams without having to break the bank: <http://go.usa.gov/KsBP> #GetCoveredNow
- Blog: [From the Heart: My #GetCovered Story](#)

The Affordable Care Act Turned Four on Sunday, March 23rd

HHS Blog - [Four Big Reasons to Celebrate the Affordable Care Act Turning Four](#) (By Kathleen Sebelius, Secretary of Health and Human Services):

Help us share the news with the graphics and tweets below:

Graphics: https://www.facebook.com/#!/HHS/photos_stream

Tweets to push out the graphics

- Today’s the 4th anniversary of the ACA! Celebrate by sharing this or enrolling today: www.HealthCare.gov [IMAGE ABOVE]
- Here’s to 4 years and millions covered thanks to the Affordable Care Act! #GetCoveredNow: www.HealthCare.gov [IMAGE ABOVE]
- RT this to celebrate the 4th anniversary of the passage of the Affordable Care Act! www.HealthCare.gov [IMAGE ABOVE]
- The Affordable Care turns 4 today, as millions continue to enroll in affordable health coverage. #GetCovered Now [IMAGE ABOVE]

Four big reasons to celebrate the Affordable Care Act turning four

- Here are four of the biggest reasons to celebrate the Affordable Care Act turning 4 today: <http://go.usa.gov/Kd8G> #GetCoveredNow

- From covering 5 million people to keeping health costs in check—read why we’re celebrating the ACA turning 4 today: <http://go.usa.gov/Kd8G>
- Free preventive care & a stronger Medicare program are just 2 of the reasons we’re celebrating the ACA turning 4: <http://go.usa.gov/Kd8G>

HHS posted a consumer tips blog

<https://www.healthcare.gov/blog/7-days-left-to-getcovered-enroll-now/>

Tweets - Consumer Tips

- With just 7 days left to #GetCoveredNow, here are some helpful tips as you enroll in a health plan: <http://go.usa.gov/KwEQ>
- Did you know that 6 out of 10 uninsured Americans can #GetCoveredNow for \$100/month or even less? <http://go.usa.gov/KwEQ>
- We’ve put together some tips on enrolling in the Marketplace—check them out and spread the word: <http://go.usa.gov/KwEQ> #GetCoveredNow

Summary of people’s reactions to coverage through the Marketplace

<http://www.hhs.gov/healthcare/facts/blog/2014/03/7-reactions-to-getting-covered.html>

Tweets - 7 Reactions to Coverage

- There are only #7DaysLeft to #GetCoveredNow! Here are 7 people’s reactions to getting covered: <http://go.usa.gov/Kvdj>
- Korby got covered for just \$17.34 a month. His reaction? “Boom:” <http://go.usa.gov/Kvdj> #GetCoveredNow
- A lot of relief. A few tears. The right thing to do. 7 awesome reactions to getting covered: <http://go.usa.gov/Kvdj> #GetCoveredNow
- James felt relief. Stefania found peace of mind. Here are 7 reactions to getting covered: <http://go.usa.gov/Kvdj> #GetCoveredNow

We released a new mash-up video featuring several real people talking about their experience signing up for health coverage. We also have another “quote graphic” to share as well – Janet is saving \$12,000 a year! Please share this video and graphic with your networks:

[Video: Try It – You Might Like It: #GetCovered Today!](#)

- Don’t take our word for it—folks from across the country break down why you should #GetCoveredNow: <http://bit.ly/1o0UjAi>
- “If I can do it, anyone can.” –Omar from Del Rio, TX on why you should #GetCoveredNow at HealthCare.gov. <http://bit.ly/1o0UjAi>
- Don’t delay! Explore your options at HealthCare.gov & #GetCoveredNow: <http://bit.ly/1o0UjAi>
- Think you can’t afford health insurance? Think again. #GetCoveredNow at HealthCare.gov. <http://bit.ly/1o0UjAi>

Funny or Die with Adam Scott:

<http://www.funnyordie.com/videos/7cea68b752/a-message-from-step-brothers-adam-scott>

Things to do in your 20's...Get Covered!

<https://www.youtube.com/watch?v=ZVVxp-dVHhI&feature=youtu.be>

HHS Flickr Info-Graphs

<http://www.flickr.com/photos/hhsgov/sets/72157632180365890/>

Share your Story

Reminders: 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.

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>

A widget and a badge are 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 Latino Enrollment Summits

HHS is joining national partners in hosting Latino Enrollment Summits across the country. The Summits are organized with partners such as Enroll America, LULAC and the National Alliance for Hispanic Health but also many community partners like health centers, community centers, and libraries. These Enrollment Summits provide information on the health care law, include trained Navigators and assisters to help with enrollment, and provides an opportunity to share stories about successful enrollment in health insurance. [Click here to find a Latino ACA Enrollment Summit near you.](#)

We encourage folks to attend these Enrollment Summits. Please remind your congregation and community members to come prepared. An important checklist to keep in mind:

- Social Security Numbers (or document numbers for legal immigrants)
- Employer and income information for every member of your household who needs coverage (for example, from pay stubs or W-2 forms—Wage and Tax Statements)
- Policy numbers for any current health insurance plans covering members of your household

More information on the Enrollment Summits can be found here: <https://twitter.com/HHSLatino>

The schedule of the remaining Enrollment Summits are:

| | | | | |
|--|---|---|---|---|
| 3/28/14 (9-7 pm) The Coliseum 4100 E. Paisano St El Paso, TX 79905 | 3/28/14 (8-5 pm) Project Vida Health Center – Northeast Clinic 4875 Maxwell Ave El Paso, TX 79904 | 3/28/14 (10-4 pm) The MetroHealth System 2500 MetroHealth Drive Cleveland, Ohio 44109 | 3/29/14 (10-3 pm) Hillsborough Community College CC- Ybor City Campus 2112 N 15th St Tampa, FL 33605 | 3/29/14 (10-3 pm) Hillsborough Community College CC- Ybor City Campus 2112 N 15th St Tampa, FL 33605 |
| 3/29/14 (10-4 pm) Hunt Center at Al Lopez Park 4810 N. Himes Ave Tampa, FL 33614 | 3/29/14 (11-8 pm) Appointments: 1- 877-564-5031 Dover Shores Community Center 1400 Gaston Foster Road Orlando, FL 32812 | 3/29/14 (9-3:30 pm) Virginia Coalition of Latino Organizations & Families USA Kenmore Middle School 200 S. Carlin Springs Rd. Alexandria, VA 22204 | 3/29/14 (11-1 pm) Centro Hispano MKE – Murguía Campus 1645 S. 36 th St Milwaukee, WI 53215 | 3/30/14 (1-6 pm) Familia y Hogar – Reliant Park 8400 Kirby Dr Houston, TX 77054 |
| | | | | 3/31/14 (8-5 pm) Project Vida Health Center – Northeast Clinic 4875 Maxwell Ave El Paso, TX 79904 |

Upcoming Trainings

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

Blog post from Thursday, March 27

Title: 6 Million and Counting!

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/marketplace-enrollment-hits-6-million.html>

Blog post from Thursday, March 27

Title: From the Heart: My #GetCovered Story

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

Blog post from Wednesday, March 26

Title: Open Enrollment Ends March 31 – Just 5 Days Left to Apply

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/open-enrollment-ends-march-31.html>

Blog post from Tuesday, March 25

Title: In Sickness and In Health: My #GetCovered Story

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

Blog post from Monday, March 24

Title: Doing the Work I Want to Do: My #GetCovered Story

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

Blog post from Monday, March 24

Title: 7 Reactions to Getting Covered

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/7-reactions-to-getting-covered.html>

Blog post from Friday, March 21

Title: Four Big Reasons to Celebrate the Affordable Care Act Turning Four

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/03/affordable-care-act-turning-four.html>

Blog post from Friday, March 21

Title: Getting In Tune For My Future: My #GetCovered Story

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

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.hhs.gov/healthcare/facts/blog/2014/03/tribal-day-of-action.html>

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

Blog post from Wednesday, March 26

Title: Dr. Biden Meets with LGBT Americans Benefiting from the Affordable Care Act

Link: <http://www.whitehouse.gov/blog/2014/03/26/dr-biden-meets-lgbt-americans-benefiting-affordable-care-act>

Blog post from Wednesday, March 26

Title: The President Wants You to Get Covered Today: "Don't Just Think About It, Just Do It"

Link: <http://www.whitehouse.gov/blog/2014/03/26/president-wants-you-get-covered-today-don-t-just-think-about-it-just-do-it>

Blog post from Tuesday, March 25

Title: Helping Asian Americans and Pacific Islanders #GetCovered During AAPI Enrollment Week of Action

Link: <http://www.whitehouse.gov/blog/2014/03/25/helping-asian-americans-and-pacific-islanders-getcovered-during-aapi-enrollment-week>

Blog post from Monday, March 24

Title: National Tribal Day of Action To #GetCoveredNow

Link: <http://www.whitehouse.gov/blog/2014/03/24/national-tribal-day-action-getcoverednow>

Blog post from Monday, March 24

Title: #GeeksGetCovered: A Maker's Story

Link: <http://www.whitehouse.gov/blog/2014/03/24/geeksgetcovered-maker-s-story>

Blog post from Monday, March 24

Title: The President Answers Questions About Health Care from the Quora Community

Link: <http://www.whitehouse.gov/blog/2014/03/24/president-answers-questions-about-health-care-quora-community>

Blog post from Friday, March 21

Title: West Wing Week 3/21/14 or, "24 Soldiers"

Link: <http://www.whitehouse.gov/blog/2014/03/21/west-wing-week-32114-or-24-soldiers>

Tremendous thanks to all of you and your colleagues for your committed support!

-CMS Office of Communications, Partner Relations Group