



Champion Update #4 October 29, 2013

Champions:

We appreciate all of the work you have been doing to promote the Affordable Care Act and the New Health Insurance Marketplaces over the past month. Each week we will be sharing not only resources but also updates as you continue providing outreach and education. Champions are being added to the website on a rolling basis we hope to have all champions added within the next few weeks.

Affordable Care Act and Marketplace Update Call

Please join senior leaders from the U.S. Department of Health and Human Services for an important Affordable Care Act and Health Insurance Marketplace update.

Date: Wednesday, October 30, 2013

Time: 3:30 P.M. ET

Conference Number: 800-369-1834

Passcode: Healthcare

Registration is required. Please RSVP by Tuesday, October 29th at 3pm ET to ExternalAffairs@hhs.gov with your name, organization, email, and phone number.

Enrollment Information:

We realize you are not doing enrollment, but you may get questions.

We are taking steps to meet the consumer demand for affordable health insurance. There are four basic ways to apply for health coverage through the Marketplace, and I want to tell you about them.

- Apply online. Visit HealthCare.gov to get started.
- Apply by phone. Call 1-800-318-2596 to apply for a health insurance plan and enroll over the phone. (TTY: 1-855-889-4325)
- Apply in person. Visit a trained counselor in your community to get information and apply in person. Find help in your area at LocalHelp.HealthCare.gov.
- Apply by mail. Complete a paper application and mail it in. You can download the paper [application form](#) and [instructions](#) from HealthCare.gov.

Before you choose a plan, you may want to explore your options. You can [use this calculator](#) to see if you qualify for lower costs on coverage and preview Marketplace plans [here](#).

You can also share your story using #GetCovered on [Facebook](#), [Twitter](#), and [Pinterest](#).

Facilitating the process for consumers

Below are several strategies that you can share with consumers who have questions about the enrollment process when the online enrollment tool is unavailable. Some of these strategies include:

- Call the 24/7 Call Center at -800-318-2596 – representatives are available to assist a consumer with the entire enrollment process from beginning to end.
- Provide the paper application.
- Provide the consumer with information about insurance plan options without using the online enrollment tool – use the subsidy calculator and plan options tool to find out what might be available for the consumer.
- Remind folks there is plenty of time – they learn as much as possible today and enroll in the future. Consumers have until December 15th to choose a plan that begins on January 1st and folks have until March 31st when Open Enrollment ends to choose coverage.
- Keep a cheat sheet of the most commonly asked questions on hand to address basic questions and provide quick answers.
- Have url and telephone numbers on hand to help prevent consumers from visiting questionable websites.
- Keep copies of materials on hand (handouts, applications, other preprinted materials). There are great resources at marketplace.cms.gov .

Updated Marketplace Resources:

Marketplace materials\products are being updated on a rolling basis marketplace.cms.gov

Below are 3 blogs:

- *Getting Help Enrolling in the Health Insurance Marketplace is Only a Phone Call Away* here (and below): <http://www.hhs.gov/healthcare/facts/blog/2013/10/marketplace-call-center.html>.
- *How the Affordable Care Act Improves the Lives of American Women* here (and below): http://www.hhs.gov/healthcare/facts/blog/2013/10/affordable-coverage-women.html?utm_medium=email&utm_source=recon&utm_campaign=champion_weekly_update&utm_content=10_29_13.
- *New and up-to-date details about the technical problems with HealthCare.gov and how the administration is working to solve them, visit this new blog post from HHS:* <http://www.hhs.gov/digitalstrategy/doing-better-making-improvements-healthcaregov.html>