



December 19, 2013

Champions for Coverage:

Thank you to all who joined us in yesterday's call (December 18) *Updates for Champions for Coverage Call*. If you were not able to join, the call will be posted at (<http://cms.hhs.gov/Outreach-and-Education/Outreach/Partnerships/ChampionsForCoverage.html>) within the next few weeks. Here are a few follow ups for you from that call:

Next Champion Call

Mark your calendars for the next Champion call on Wednesday, January 08, 2014 from 2:00-3:00 p.m. ET. Invitations and call information will be sent after the New Year.

We want to hear from you!

Please share your Marketplace success stories of education, outreach and/or enrollment in your communities by emailing us at Champion@cms.hhs.gov. We also welcome you to share anecdotes from individual consumers who have successfully signed up for coverage.

If you are a Certified Application Counselor, please send your enrollment specific questions to CACquestions@cms.hhs.gov.

Updated Materials

Go to Marketplace.cms.gov to get official resources for Marketplace open enrollment. There are a number of updated drop-in articles that you may use in your publications, news articles, etc.

As mentioned on the call, CMS has released a New Overview of the Marketplace 30 minute video presentation- Health Insurance Marketplace 101: <http://www.youtube.com/watch?v=L9WIRWsftMA>

Marketplace Calendar of Events: Check out this calendar to see what local events are happening near you - <http://marketplace.cms.gov/getofficialresources/other-partner-resources/events-calendar-for-ffm-and-spms-.pdf>

On the call we walked you through the “If I applied for coverage with a paper application or over the phone, what are my next steps?” fact sheet. You can access the factsheet here: <https://www.healthcare.gov/enroll-after-applying/>

As always, hard copies of materials to distribute throughout enrollment are available at no cost from CMS in limited quantities for order. If you are interested in ordering products, visit: <http://productordering.cms.hhs.gov> to set up an account to order. However, feel free to download and print as many as you need.

Cut off dates for enrollment

You must enroll by December 23 in order to receive coverage on January 1, 2014.

Deadline extended for payment to January 10, 2014: Many health insurers have decided to give you more time to pay your first month’s premium, extending the deadline until January 10, 2014. Not all issuers are extending the payment deadline and some may still require you to pay on or before December 31, 2013. Check with your insurance company to confirm the date your premium is due. [Learn how to complete your enrollment.](#)

If you enroll in a Marketplace plan by the 15th of the month, your coverage can start as soon as the 1st of the next month. If you enroll after the 15th, your coverage can start as soon as the month after that. For example, if you enroll by February 16, your coverage could begin April 1.

Remember: Open enrollment in the Health Insurance Marketplace ends March 31, 2014. The next open enrollment period starts November 15, 2014.

Social Media Push

We need your help in getting the word out about the December 23 deadline as well as the functionality of Healthcare.gov. We encourage you to share your success stories through social media (Twitter, Facebook, and others). Share tweets from Secretary @Sebelius, @HHSgov, or @HealthCareGov with a retweet, or share [our Facebook post](#).

CMS has several sample tweets for you to post. Several tweets highlight Jacob’s story below.

Sample Tweets and Facebook Messages for you to Post:

- Facebook: If your insurance company told you that your current plan is being cancelled, check with them—your old plan may be renewable in 2014. For health coverage that begins January 1st, you have until December 23rd to enroll in a plan through

HealthCare.gov . Click here to learn more: <https://www.healthcare.gov/what-if-my-current-individual-plan-is-changing-or-not-being-offered-in-2014/>

- Tweet: If your plan was cancelled, call them – it may be renewable in 2014. Enroll thru HC.gov by Dec 23 for coverage to begin Jan 1.
- Tweet: Millions of Americans like Jacob are exploring their options and saving money through @HealthCareGov: <http://go.usa.gov/ZYEW> #GetCovered
- Tweet: You should check out @HealthCareGov—Jacob did, and he’s saving \$120/mo on health coverage: <http://go.usa.gov/ZYEW> #GetCovered
- Tweet: Affordable coverage for the whole family, plus dental—read Jacob’s @HealthCareGov story: <http://go.usa.gov/ZYEW> #GetCovered

Jacob's Story: Cheaper Coverage for the Whole Family

By Salim Zymet, Digital Advisor, Department of Health and Human Services

Posted December 16, 2013

<http://www.hhs.gov/healthcare/facts/blog/2013/12/jacobs-enrollment-story.html>

Before the passage of the Affordable Care Act Jacob, a father of three from Arkansas, was forced to shop around for a high-risk insurance plan.

Jacob’s pre-existing condition also forced his three children and wife to be on a separate health insurance. When the family included Jacob in his plan, they were denied coverage. That’s not all, says Jacob:

“Even with my wife and kids on a separate plan, one of my sons is charged extra because he had trouble gaining weight after he was born.”

Though he initially experienced issues with www.healthcare.gov, he recently signed his family up for a plan he’s more than happy with:

“My family and I will be saving about \$120 a month with much better coverage, plus dental!”

To explore your options and see how much you might save thanks to the Affordable Care Act, visit www.Healthcare.Gov today.

Internal Revenue Service

The Internal Revenue Service has all their ACA and Marketplace tax-specific information centered on their website: <http://www.irs.gov/uac/Affordable-Care-Act-Tax-Provisions-Home>

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

Blog post from Tuesday, December 17:

Title: Blog: How Obamacare Helps the LGBT Community

Link: <http://www.hhs.gov/healthcare/facts/blog/2013/12/how-obamacare-helps-lgbt-community.html>

Blog post from Tuesday, December 17:

Title: Blog: Former Microsoft Executive Kurt DelBene to Replace Jeff Zients

Link: <http://www.hhs.gov/healthcare/facts/blog/2013/12/healthcare-gov-senior-advisor.html>

Blog post from Monday, December 16:

Title: Blog: Consumers can Better Compare Plans with New Tool to Estimate Lower Costs

Link: <http://www.hhs.gov/healthcare/facts/blog/2013/12/better-compare-plans.html>

Blog post from Saturday, December 14:

Title: Blog: Missing 834s as Percentage of Enrollment Now Near Zero

Link: <http://www.hhs.gov/digitalstrategy/blog/2013/12/missing-834s-percentage-now-near-zero.html>

Happy Holidays to you and your families!

-CMS Office of Communications, Partner Relations Group