



Champion Update #2 September 20, 2013

Champions:

A lot is happening at CMS as we get ready to launch the marketplace in less than 2 weeks! Below are some helpful resources and updates as you continue providing outreach and education.

- 1) Over the next few months, CMS will be gathering personal stories and testimonials about the impact of the Affordable Care Act and enrolling the uninsured in health insurance. We encourage you to submit stories from the people you serve. Stories and testimonials can be submitted to champion@cms.hhs.gov. Please include "Health Insurance Testimonial" in the email subject line, as well as contact information if the story is personalized. Many stories may be made generic.
- 2) Need hard copies of materials to distribute on October 1? CMS has a limited quantity of materials available 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 want.
- 3) Resources for Partners: CMS has developed toolkits and factsheet for certain populations. Check them out here: <http://marketplace.cms.gov/getofficialresources/other-partner-resources/other-partner-resources.html>.
- 4) AARP created a campaign encouraging moms to encourage their kids to get covered with a little humor (also in Spanish, too). Check them out here:

<http://www.aarp.org/health/affordable-care-act/mommeansit/> ;
<http://www.aarp.org/espanol/salud/tu-guia-para-la-ley-de-salud/tumamasabe/>.
- 5) This week, the Obama administration announced a coordinated effort to protect consumers by preventing and detecting potential fraud in the Health Insurance Marketplace. Read the full press release [here](#). As part of this effort, CMS developed fraud prevention fact sheets for both assisters and consumers:

[Protect Yourself from Fraud in the Health Insurance Marketplace](#);

[Tips for Assisters to Help Consumers Navigate the Marketplace](#);

[Securing the Health Insurance Marketplace](#).
- 6) Interested in helping with health insurance marketplace applications? It is not too late to become a Certified Application Counselor. Guidelines, the application, and training can be found at:
<http://marketplace.cms.gov/help-us/cac.html>.
- 7) Keep a look out for announcements related to conference calls to be held over the next few weeks.