



March 7, 2014

Champions for Coverage:

Please see the information below regarding our next conference call, updated materials, and recent CMS announcements.

At this week's Champion webinar (March 5) we heard from our friends in the Department of Homeland Security, U.S. Citizenship & Immigration Services (USCIS)/Systematic Alien Verification for Entitlements (SAVE) Program to discuss immigration status verification for nonimmigrants, immigrants, and naturalized or derived U.S. citizens when enrolling in health coverage through the Health Insurance Marketplace.

If you were unable to attend the webinar, you can view/listen to the recording through this link: https://engage.vevent.com/rt/betah_associates_inc~030514.

This will also be posted on the [Champion website](#) early next week.

Next Champion Call

The next Champion webinar will be on Wednesday, March 19, 2014 at 2:00 p.m. ET.

Dial-In Number: (855) 258-3677/ Conference ID: 2653710

Please submit your questions in advance regarding Marketplace outreach and education via email at Champion@cms.hhs.gov. Please include "Champion call question" in the subject line.

We 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

All new and updated training materials can be found at this link:
<http://marketplace.cms.gov/training/get-training.html>

- Overview of the Health Insurance Marketplace (Updated in March) – Presenter slides and slides with speaker notes; video presentation; and Spanish language version;
- The Health Insurance Marketplace 101 (Updated in March) - Presenter slides and slides with speaker notes, and Spanish language version;
- Medicare and the Marketplace (NEW in March) - Presenter slides and slides with speaker notes;
- Health Insurance Literacy (NEW in February) – Presenter slides and slides with speaker notes.

Latest Messaging for the Marketplace

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 and before March 31st.
- If you don't enroll by March 31st, you can't enroll again until November 2014.
- You can 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.
- 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 1-800-318-2596. You can even get in-person help in your own community (just visit localhelp.healthcare.gov and punch in your zip code).
- So don't delay, join the more than 4 million Americans who have already signed up for a plan! (and the more than 10 million people who've either signed up for private insurance or signed up, renewed, or learned they are eligible for Medicaid coverage).
- 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.

- 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, ambulatory care, and hospital stays. Preventive care like cancer and cholesterol screenings are covered with no additional money out of your pocket.
- If you don't enroll by March 31st, you won't get the security that comes with a Marketplace plan.
- Don't delay; sign up today!

Important News and Updates

Major Marketplace Enrollment Milestone: 4 Million Enrolled

Last week we reached a significant milestone: 4 million people have now signed up for a private health insurance plan through the Health Insurance Marketplace. As Vice President Joe Biden emphasized to all enrollment assisters and Champions for Coverage in a special assister call last week, it is because of your hard work that we've helped 4 million consumers gain private insurance coverage; we have until March 31st to continue to reach and enroll more Americans in coverage. A full enrollment report for February will be released in mid-March.

For blog detailing the milestone: [Another Significant Milestone: Marketplace Enrollment Hits 4 Million](#)

What Consumers May Want to Know About . . . Care Provider Networks

All private health insurance plans offered in the Marketplace will offer the same set of [essential health benefits](#). However, as assisters you will find that many consumers comparing plan options want to know where they need to obtain these services and whether they may use their current doctors.

When working with a consumer who wants to keep the same doctor, assisters should stress the importance of calling the doctor as well as the insurance company to make sure that the doctor is in the network for the specific plan the consumer is looking at. (Doctors associated with an insurer aren't necessarily on all the insurance company's plans.)

You may also help a consumer before he or she picks a plan by explaining some key concepts about care provider networks and suggest tools to help in choosing a plan. [HealthCare.gov](#) has consumer friendly information and resources that you may want to flag for people you are helping.

- [Finding a doctor in a plan](#): Ways a consumer can find out if a doctor is "in network" or to review the list of doctor's hospitals, and other health care providers that the plan contracts with to provide care.
- [Different plans have different networks and providers](#): Provides tips for a consumer who wants to keep the same doctor(s).
- [Comparing care providers](#): Tools to help a consumer search, compare, and assess providers, hospitals, and other care facilities.

- [Different types of health insurance plans](#): Helps the consumer learn about the different structures for health insurance plans and what it means for care provider networks. Explains differences in network coverage among Health Maintenance Organizations (HMO), Exclusive Provider Organizations (EPO), Preferred Provider Organizations (PPO), Point of Service Plans (POS), High Deductible Health Plans (HDHP), and Catastrophic Health Insurance Plans.
- [Appeals Process](#): Describes the right to appeal if a consumer's health insurance company doesn't pay for a specific healthcare provider or service.

HHS Health Resources and Services Administration (HRSA): Partnering with Community Health Centers Tip Sheet

Health centers are playing an essential role in the implementation of the Affordable Care Act. Nationwide, health centers have expanded their current outreach and enrollment (O&E) assistance activities to facilitate the enrollment of millions of eligible health center patients and service area residents into affordable health insurance coverage through the Health Insurance Marketplaces, Medicaid or the Children's Health Insurance Program.

This resource provides tips for how organizations can partner with health centers on Outreach & Enrollment activities. It also highlights other opportunities for organizations to help consumers learn more about affordable insurance options and how to enroll.

The document is located on the marketplace.cms.gov web site under the *Affordable Care Act* subheading: <http://marketplace.cms.gov/getofficialresources/other-partner-resources/other-partner-resources.html>

HHS Partnership Center: Four Step Guide to Planning a Health Care Enrollment Event

The HHS Partnership Center just released their "Four Step Guide to Planning a Health Care Enrollment Event". Although this is geared towards faith-based organizations, it is applicable for other community organizations. The PDF version of this information will be posted on the [Champion website](#) early next week.

Many faith-based and community organizations want to host events to help individuals and families to enroll in health insurance. March 31, 2014 is the last day to sign up for coverage through the Health Insurance Marketplace. Six out of 10 uninsured Americans can get covered for \$100 per month or even less. Here are some suggested steps to make your enrollment event a success:

1) Planning the event

- Contact Navigators and Certified Application Counselors to ask them when they could come to an enrollment event. Navigators and Certified Application Counselors can be found here: <https://localhelp.healthcare.gov>.
- After choosing a date, time, and location for the enrollment event, identify a room with tables and chairs. This will allow the Navigators and Certified Application Counselors to have private conversations with those they are enrolling. The room should also have Internet service.

- Advertise your enrollment event within your community, especially to those who may be uninsured, and ask if they are able to attend the event.
- Once you have a good idea of how many people might attend the event, ask for volunteers from your organization to help with set-up, break-down, hospitality and coordination of the enrollment event.

2) Advertising the event

- Advertise the enrollment event during your organization’s announcement time, in a congregation or community bulletin, in your newsletter, on your website and/or through social media such as Facebook or Twitter.
- Include in the advertisement the information that people should bring to the enrollment event, such as their W-2 form to verify income, social security numbers, immigration cards (if appropriate), and health insurance card if an individual or family member has health insurance. The full list of what to bring can be found in the Marketplace Application Checklist at <http://go.usa.gov/K2te>.
- Include in the advertisement, information on how to learn more about enrolling in health insurance, such as attending a webinar or conference call, reading a fact sheet or viewing the website. More information can be found at www.hhs.gov/partnerships and at www.HealthCare.gov.
- Identify other faith-based or community groups that might want to partner with you. Ask them to join your event and/or advertise it in their publications.

3) Conducting the event

- Make sure the room is set up with tables, chairs and access to the Internet. Arrange the space so that Navigators or Certified Application Counselors can have private conversations with people who are getting enrolled.
- Designate a waiting area where people can read about the Health Insurance Marketplace. You may want to offer snacks and drinks and print out the following information for those who are waiting:

- | | |
|---|--|
| ✓ Get Covered: A One-Page Guide to the Health Insurance Marketplace | ✓ 10 Essential Health Benefits |
| ✓ Things to Think About When Choosing a Health Plan | ✓ Medicare & the Health Insurance Marketplace |
| ✓ The Value of Health Insurance | ✓ Exemptions from the Health Insurance Marketplace Fee |

- All these documents are available at <http://go.usa.gov/DUCe>.

4) Following up on the Event

- Thank Navigators, Certification Application Counselors and volunteers for their help with the event.
- For those who were unable to enroll at the event but still wish to do so, provide contact information for the Navigators or Certified Application Counselors who may be able to assist with individual enrollment.

Send us an email to let us know how your event went. We would love to hear stories of people who enrolled and ways you made the enrollment a big success. We can be reached at ACA101@hhs.gov and at 202-358-3595.

Sample Bulletin Notice

Health Insurance Enrollment Fair – Sunday, March 16 from Noon to 3 pm
at the Welcome Center

High quality health insurance is now available. If you want to learn more about getting such insurance stay after church on March 16 from noon to 3 pm to learn more and get enrolled. Navigators trained in helping people enroll in health insurance will be present.

If you want to enroll in health insurance, you must bring the following with you:

- Social Security Number (and document number for legal immigrants)
- Employer and income information for every member of your household who needs health insurance (for example, from pay stubs or W2 forms – Wage and Tax Statements)
- Policy information on health insurance if you or someone in your household have it from a job or another source

If you have questions, email a member of our congregation, Mary Smith at Sampleemailaddress@Sample.org.

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. This week is the *Kick off the last month of open enrollment (3/3 – 3/7)*. 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 3rd – Kick off the last month of open enrollment*
- *Week of March 10th – March Madness*
- *Week of March 17th – Anniversary of the Affordable Care Act*
- *Week of March 24th – Don't miss out*

Today, March 7th, we're launching a *new effort* to make sure everyone knows they only have until March 31st to #GetCovered – a Thunderclap

<https://www.thunderclap.it/projects/9544-getcovered-by-march-31st>

The goal of this tool is to have a ton of folks/organizations (at least 250) sign up to tweet out the same message at the same time. This will unleash a flood of #GetCovered tweets into the internet, and potentially help us trend / definitely reach hundreds of thousands if not millions of people. Please sign up for the Thunderclap with both your personal and organizational account today!
Here are some additional tweets to help promote the Thunderclap:

- Today we're announcing a @Thunderclapit to help as many Americans as possible #GetCovered. Join us: <http://thndr.it/1otS833>
- We're in the home stretch—make sure everyone knows that the last day to #GetCovered is March 31st: <http://thndr.it/1otS833>
- There are thousands of reasons to #GetCovered—here's one way you can help make sure your friends & family do it: <http://thndr.it/1otS833>
- A Thunderclap worth supporting—help make sure everyone knows the deadline to #GetCovered is March 31st! <http://thndr.it/1otS833>
- There are just XX days to #GetCovered through @HealthCareGov! Help spread the word by joining this Thunderclap: <http://thndr.it/1otS833>
- Help your fellow Americans #GetCovered with just a few clicks: <http://thndr.it/1otS833>
- Make sure your friends know that health insurance may be cheaper than they think with this #GetCovered Thunderclap: <http://thndr.it/1otS833>

Specifically for Partners / other organizations:

- [Retweet @HHSgov](#)
- We're joining @HHSgov's @thunderclapit to help as many Americans as possible #GetCovered—join us! <http://thndr.it/1otS833>
- An easy way to make a big impact towards more Americans getting covered—join @HHSgov's Thunderclap: <http://thndr.it/1otS833> #GetCovered
- You should be a part of this—join @HHSgov's @Thunderclapit to help everyone who needs insurance #GetCovered: <http://thndr.it/1otS833>
- There aren't many days left—join @HHSgov's effort to help as many Americans as possible #GetCovered: <http://thndr.it/1otS833>
- Help @HHSgov reach its goal of 250 supporters spreading the #GetCovered word on @Thunderclapit: <http://thndr.it/1otS833>

Each day in March we'll be sending you content surrounding real people signing up for health coverage. Some days, it'll be a blog, other days a video, and some days just a graphic with a powerful quote of someone who has benefited. Please help us get this week's stories out there:

- [Retweet @HHSgov](#)
- After deciding to #GetCovered through www.HealthCare.gov, Heather feels secure about her health.
- Heather plans to start her own business now that she has coverage. #GetCovered at www.HealthCare.gov by Mar. 31!
- Share Heather's story and make sure everyone knows to #GetCovered at www.HealthCare.gov by March 31!
- Image: <https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/>

[719290551434607/?type=3&theater#!/HHS/photos/a.577318915631772.1073741828.573990992631231/719177158112613/?type=3&theater](https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/719177158112613/?type=3&theater)

Ali Kurnaz enrolled himself and his whole family of four in coverage for just \$300 a month.

- [Retweet @HHSgov](#)
- “At my age it’s easy to think you’re invincible, but you never know what could happen”—watch Ali’s #GetCovered story: <http://bit.ly/1orBhOn>
- Having health insurance enables Ali to do the things that he loves: <http://go.usa.gov/Kg4C> #GetCovered
- Ali got covered. Then he helped his family #GetCovered – giving them peace of mind & financial security: <http://go.usa.gov/Kg4C>
- Ali enrolled his entire family of 4 through www.HealthCare.gov for just \$300/month. Watch his #GetCovered story: <http://go.usa.gov/Kg4C>
- Blog: <http://www.hhs.gov/healthcare/facts/blog/2014/02/alis-enrollment-story.html>
- Image:
<https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/709377335759262/?type=1&theater#!/HHS/photos/a.577318915631772.1073741828.573990992631231/719290551434607/?type=3&theater>

LaNika Wise from Flint, MI:

- “I now have the peace of mind that I have affordable, quality insurance.” – LaNika from MI: <http://go.usa.gov/KCW4> #GetCovered
- “Signing up has been a breath of fresh air.” – LaNika from Flint, MI on what it means to #GetCovered: <http://go.usa.gov/KCW4>
- LaNika’s dad to her: “Don’t you think it’s time you looked into affordable health insurance?” #GetCovered: <http://go.usa.gov/KCW4>
- “Maybe I’m not invincible—anything can happen”—watch why LaNika decided to #GetCovered: <https://www.youtube.com/watch?v=bnpzLKKXfzg>
- Blog: <http://www.hhs.gov/healthcare/facts/blog/2014/03/lanikas-enrollment-story.html>
- Image:
<https://www.facebook.com/HHS/photos/a.577318915631772.1073741828.573990992631231/709377335759262/?type=1&theater#!/photo.php?fbid=632505500132022&set=pb.130163127032931.-2207520000.1394213304.&type=3&theater>

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>

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>

(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 13 at 2:00 PM ET: [Click to Register](#)
- Thursday, March 20 at 2:00 PM ET: [Click to Register](#)
- 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 blog posts about the Affordable Care Act and HealthCare.gov

Blog post from Tuesday, March 4

Title: Thank Goodness for Pushy Dads: My #GetCovered Story

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

Blog post from Friday, February 28

Title: .9 Million Determinations for Medicaid and CHIP Eligibility between October and January

Link: <http://www.hhs.gov/healthcare/facts/blog/2014/02/medicaid-chip-determinations-january.html>

Remember to set your clocks forward this weekend!

Thank you all for your committed support.

-CMS Office of Communications, Partner Relations Group