



In this issue:

And... We're Off! NY State of Health Open Enrollment is Underway

Open Enrollment for 2020 coverage in a Qualified Health Plan is well underway for both new and renewing NY State of Health consumers and will run through January 31, 2020, six weeks beyond the federal deadline.

We are proud that New York's uninsured rate continues to decline and ranks among the lowest in the nation! Thank you for your hard work in getting New Yorkers covered, especially as we move closer to that important December 15th deadline!

We're excited to share our latest ads, tools and resources to inform, educate and engage consumers and make enrolling in coverage easier for this Open Enrollment Period. Skim through to see what's new!

NY State of Health 2020 Ad Campaign Launches

The NY State of Health 2020 advertising campaign is underway, once again reinforcing that all New Yorkers deserve affordable health care. Ads highlight that NY State of Health is here to help consumers compare plans and find the one that fits their needs, by offering financial help, free preventive services, and options with low premiums and low out-of-pocket costs. Ads will continue statewide throughout the Open Enrollment Period with a specific focus in Queens, Bronx and Kings counties, areas of the state with higher than average rates of uninsured. The ad campaign is running on TV, radio, digital, print outlets and community billboards through the end of the Open Enrollment Period on January 31, 2020.

NEW Premium & Out-of-Pocket Cost Estimator Tool

Thanks to your input, NY State of Health has developed a new cost estimator tool to help consumers estimate their total costs (both premium and out-of-pocket costs) in a given year and to generate an estimate of total costs by metal level.

Here's how you can access the tool: Go to the "Compare Plans and Estimate Cost" section at [NY State of Health](#), enter a zip code, select "I'm not a robot" and click "Get Started". Once on the next page, click the "Calculate Your Costs" button.

This tool is also available in Spanish. Go to [NY State of Health](#), click on the Español button in the top right hand corner, and then follow the same steps described above.

NEW Tool Makes Finding Preferred Hospitals Easier

Finding participating hospitals in an insurer's network in the Essential Plan and Qualified Health Plan programs just got easier with the new [Hospital Participation Tool](#). Consumers can now search for a list of hospitals in a specific insurer's network, or they can begin by selecting a specific hospital and find the list of insurers that have that hospital in their network. To access the tool in Spanish, go to the [Hospital Participation Tool](#) link and then click the green "Español" button in the top righthand corner.

New Fact Sheet Highlights 2020 Pre-Deductible Benefits

The new "[Benefits Before the Deductible](#)" [Fact Sheet](#) provides consumers information about benefits (sick visits) available to them through Marketplace plans before they meet the deductible. In 2020, all standard Bronze plans will include three free sick visits without any co-payments or deductible. Some Gold and Silver plans will also include three low-cost sick visits before the deductible. This fact sheet will soon be available in other languages.

Like us! Follow us! Share us! And now Pin us!

NY State of Health has added [Pinterest](#) to its suite of social media platforms to help connect consumers to information about the Marketplace. Pinterest offers a wide variety of information including enrollment information, healthy lifestyle motivators and recipes. In addition we have also added a new group on Facebook: "[Healthy Connections](#)" which focuses on health and wellness tips for New Yorkers.

Marketplace Consumers Now Have Easy Access to Updated Chinese Webpages

Newly updated Chinese webpages have been added to the NY State of Health website in both [Simplified](#) and [Traditional](#) Chinese languages to allow Chinese-speaking consumers to get the information they need in the language they need. Easy access to these pages is located at the top right side of NY State of Health home page next to the Spanish language translation button.



Newly Designed Rack Cards Coming Soon

NY State of Health has created two new rack cards; updated with 2020 information and two new designs. They will be available soon.



NY State of Health Events Generate Thousands of Enrollment Leads Helping New Yorkers Get Covered

"People En Espanol" Magazine, which features Univision stars and Hispanic stars from all over the globe, held a festival on October 5-6, 2019 in Manhattan to celebrate culture, communities, and changemakers. NY State of Health assistors were present to educate attendees on their options for free and low-cost insurance and spoke with almost **3500 people**, collecting **840 leads!**



News 8 - WROC TV (Rochester) featured a special segment during their evening newscasts on October 28, 2019, featuring an interview with Assistor Steve Wood of ACR Health and six navigators who were onsite to answer calls from viewers who had questions about enrollment.



NY State of Health and New Tang Dynasty are collaborating on a series of events held in Brooklyn and Queens, to educate the growing Asian American community on how to get free or low-cost health insurance and continue to lower the uninsured rate in New York City. Assistors answered questions and received over 100 leads at the first event held on November 16th.

NY State of Health assistors participated in the Job X Career Fair at the Stewart Hotel in Manhattan on November 6, 2019 leaving with 15 strong leads. Nearly 80% of the 80 attendees they spoke with did not know that they could qualify for low or no cost health insurance.



Help Us Get More New Yorkers Covered

Be sure to sign up for NY State of Health events during this Open Enrollment period. New opportunities pop up every day including events at libraries, food pantries, farmers markets, and colleges.

Stay Connected and Share Resources

Order educational materials [here](#) and send promotional item requests to nysohorders@health.ny.gov. Include the event name(s), date(s), estimated number of attendees, and type of item needed.

Remember to refer consumers to the [NYS Provider and Health Plan Look-Up](#) and [Hospital Participation and Cost Estimator](#) tools when choosing a plan.

Be sure to follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and "[Healthy Connections](#)" [Facebook Group](#).

Assistor Certification Trainings

Assistor Certification Trainings are for individuals currently employed by NY State of Health assistor agencies. There are two NY State of Health Assistor Certification training options:

- 1) Complete on-line assistor training [here](#). The password for accessing the course is NYSO2016.
- 2) Attend a three (3) day in-person session (upcoming sessions listed below). You may register for an in-person training by clicking this [link](#).

If your agency is not already an assistor agency, you may contact the New York State Department of Health at assistor.admin@health.ny.gov.

December

New York, NY
Dates: 12/3/19 to 12/5/19 (Tuesday - Thursday)
Location: CAI, New York NY
Address: 505 Eighth Avenue
19TH FL Training Room; 20TH FL, Yellow Room
New York, NY 10018

Syracuse, NY
Dates: 12/10/19 to 12/12/19 (Tuesday - Thursday)
Location: Homewood Suites by Hilton Syracuse
Address: 6006 Fair Lakes Road
Pioneer Room
East Syracuse, NY 13057

Tell us what you think!

This newsletter is for you, so please let us know what you'd like it to include. Write to NYSOHoutreach@health.ny.gov with ideas for articles or suggestions for your fellow assistors regarding strategies you've found that work well in your community.

