

## Open Enrollment Snapshot: 2018 Starts Strong- Let's Finish Strong Too!



### Open enrollment started strong in NY – in the first five weeks:

- Enrollment outpaced last year by 13 percent including: 166,000 in QHPs so far and EP enrollment at nearly 710,000
- Call Center and website volumes are high
- We know you are very busy too!
- We are looking forward to finishing strong!

## NEWS

### New York's Uninsured Rate Drops to 4.7 Percent – Lowest to Date

According to federal survey data, New York's uninsured rate has reached a new low of 4.7 percent compared to 10 percent in 2013. (Centers for Disease Control and Prevention, November 2017)

## 4 Million Reasons to Enroll Ad Campaign Continues



NY State of Health's "4 Million Reasons" advertising campaign is running statewide – print, radio, TV, and digital featuring the voices of some of the 4 million New Yorkers who get their health plan from NY State of Health. Watch [here](#).

## SHARE YOUR STORIES

Have you helped a consumer this year whose premium after tax credit is lower than last year? Did you help someone enroll in free coverage? Share your stories with us at [NYSOHoutreach@health.ny.gov](mailto:NYSOHoutreach@health.ny.gov).

## UPDATE! DECEMBER OUTREACH EFFORTS

As Open Enrollment continues, we appreciate your hard work in helping to get New Yorkers enrolled in a health plan. We Thank you for participating in the numerous NY State of Health events and campaigns throughout the state and encourage you to sign up for more! Watch your in-box for emails containing links to sign up for these events. Remember to add your own events to the map by completing this [Events Map Submission Form](#).

### **Current Campaigns:**

[Lyft and Uber](#) – We're partnering with ride sharing companies, Lyft and Uber, to reach more than 200,000 drivers. Outreach includes information sessions; distribution of

materials; email campaign to drivers; and promotion through online driver portals. Enrollment events at Uber locations will take place throughout December.



*Above is a photo from a recent enrollment event sponsored by the Independent Drivers Guild.*

**Pharmacy Retailers** – Our pharmacy retailers campaign continues. This year Rite Aid joins CVS Pharmacy, Kinney Drugs, ShopRite Supermarkets and TOPS Pharmacies. The campaign runs through January, so sign up to staff an event near you!

**Holiday Food Pantry Program** – The Food Bank Association of New York State and food pantries across the state are helping consumers learn about their health plan options through more than 100 events, and materials distribution, through December.

**Public Library Enrollment Events** – Through January, libraries in targeted areas across the state are hosting events that complement already existing library programs like wellness forums and job fairs.

**College Campus Campaign** – Community colleges are holding more than 30 on-campus enrollment and educational events December 4-8. Check out our 2018 **College Resource Toolkit** offering several marketing resources to promote NY State of Health to students and the academic community.

## REMINDERS

### **NEW!** Enrollment Resources

- [Student VISA Holders and H2-A Visa Holders Fact Sheets](#)
- [Regional Fact Sheets](#)
- [NYS Provider & Health Plan Lookup](#)

### Assistor Certification Trainings

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

- 1.) Complete online assistor training [here](#)
- 2.) Attend a three (3) day in-person session (below.)

**New York, NY**

Dates: 12-5 to 12-7 (Tuesday – Thursday)

Location: CAI, New York NY

Address: 505 Eighth Avenue (19th FL, Training Room or 20<sup>th</sup> FL, Green Room)  
New York, NY 10018

**Albany, NY**

Dates: 12-5 to 12-7 (Tuesday – Thursday)

Location: Hilton Garden Inn Albany Airport

Address: 800 Albany Shaker Road (Hudson A&B Room) Albany, NY 12211

## 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](mailto: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.