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NY State of Health Care at Home Website is Now Available in Spanish	New York State Prioritizes Maternal Health with Expansion of Medicaid Prenatal and Postnatal Benefits	Assistor Outreach Opportunities Available Through the Holidays!	Thousands of 2023 NY State Fair Attendees Spin the Wheel to Learn About Health Insurance Coverage	Assistor Recertification Training	Assistor Agency Supervisors
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Get Ready for Our Busy

2024 Open Enrollment and Renewal Season

Thank you for all you do to assist New Yorkers to renew or enroll in health insurance coverage. Your efforts have helped New York State's uninsured rate drop below 5 percent for the first time ever!

Keep up the good work as we prepare for a very busy Open Enrollment! Beginning November 16, consumers have until December 15, 2023, to renew or enroll in a Qualified Health Plan for health insurance starting January 1, 2024. All Qualified Health Plans cover preventive care, such as routine doctor visits and screenings, and pre-existing conditions at no additional cost. **Enhanced tax credits** for Qualified Health Plan coverage will continue through 2025. There are 12 insurers offering Qualified Health Plans.

Dental coverage is available for adults and families in certain Qualified Health Plans or through a stand-alone dental plan in the individual marketplace. Consumers can preview 2024 Qualified Health and Dental **Plan Options** now. Learn more [here](#).

The Essential Plan, Medicaid and Child Health Plus are open for enrollment year-round. All these programs offer comprehensive benefits, including vision and dental benefits for all enrollees.

New Yorkers who enroll after December 15 will still be able to enroll in health insurance as enrollment for Qualified Health Plans will remain open throughout the COVID-19 Public Health Emergency Unwind which ends May 2024. And after that Special Enrollment Period rules will apply for Qualified Health Plan enrollment. To avoid a gap in coverage, New Yorkers who are currently enrolled in coverage through NY State of Health should enroll by December 15. The table below shows effective date of coverage based upon when a consumer enrolls:

Important Enrollment Deadlines	
Open Enrollment Period	QHP Coverage Start Date
November 16 - December 15, 2023	January 1, 2024
December 16, 2023 - January 15, 2024	February 1, 2024
January 16 - February 15, 2024*	March 1, 2024*
February 16 - March 15, 2024*	April 1, 2024*
March 16 - April 15, 2024*	May 1, 2024*
April 16 - May 15, 2024*	June 1, 2024*
May 16 - May 31, 2024*	July 1, 2024*

*Enrollment dates after January 31, 2024 are a result of the PHE Unwind Special Enrollment Period.

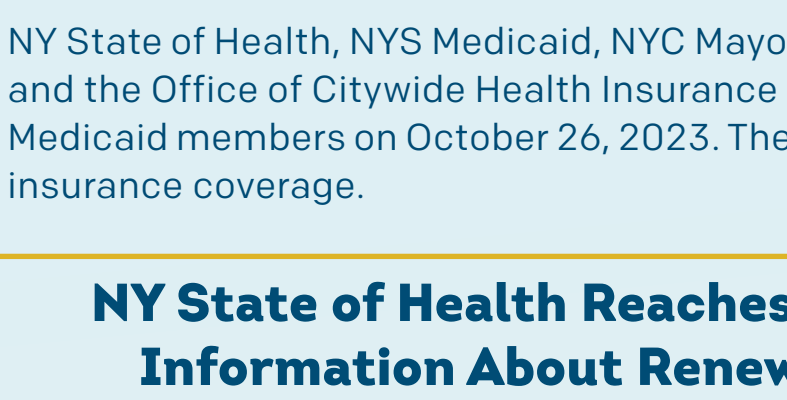
New York Maintains High PHE Unwind Health Insurance Renewal Rates

The September issue of **New York's Public Health Emergency Unwind Dashboard** shows that as of September 30, 2023, 77 percent of New Yorkers included in the September 2023 cohort have renewed their coverage. Because New York permits late renewals for this cohort through October 31, 2023 the total number of individuals in this cohort completing their renewal is expected to increase through the end of October.

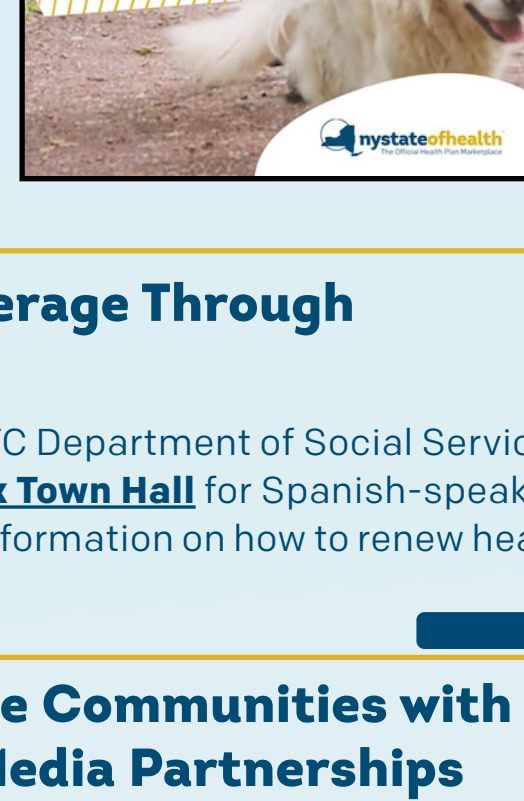
NY State of Health **PHE Unwind outreach efforts**, robust advertisement campaigns and, of course, your ongoing consumer assistance, have all contributed to New York's impressive renewal rate for public program enrollees. Thank you for your partnership and dedication to supporting consumers through this transition!

New NY State of Health Ads Prepare Consumers for 2024 Open Enrollment

A new state-wide advertising campaign launched in November to promote the 2024 Open Enrollment Period (OEP). Throughout this campaign, our OEP ads will be served across several digital platforms including social media, search, and display.



They will also be placed on TV and streaming services, radio, the NYC Subway, and in ethnic print publications. The ad videos are available on the NY State of Health **info site** and on our **YouTube page** in English, Spanish, Mandarin, and Russian. PHE Unwind ads will continue to run throughout the PHE Unwind to remind consumers what steps they need to take to renew their coverage.



Medicaid Members Learn How to Renew Coverage Through Live Spanish Webinar

NY State of Health, NYS Medicaid, NYC Mayor's Office, Get Covered NYC, NYC Department of Social Services, and the Office of Citywide Health Insurance Access hosted a live **Facebook Town Hall** for Spanish-speaking Medicaid members on October 26, 2023. The webinar provided important information on how to renew health insurance coverage.

NY State of Health Reaches Hispanic and Chinese Communities with Information About Renewals Through Ethnic Media Partnerships

NY State of Health is partnering with Hispanic and Chinese media networks to educate and help New Yorkers who are enrolled in Medicaid, Child Health Plus and the Essential Plan to renew their health insurance through the Marketplace. This public awareness campaign will provide education and messaging in the following ways:

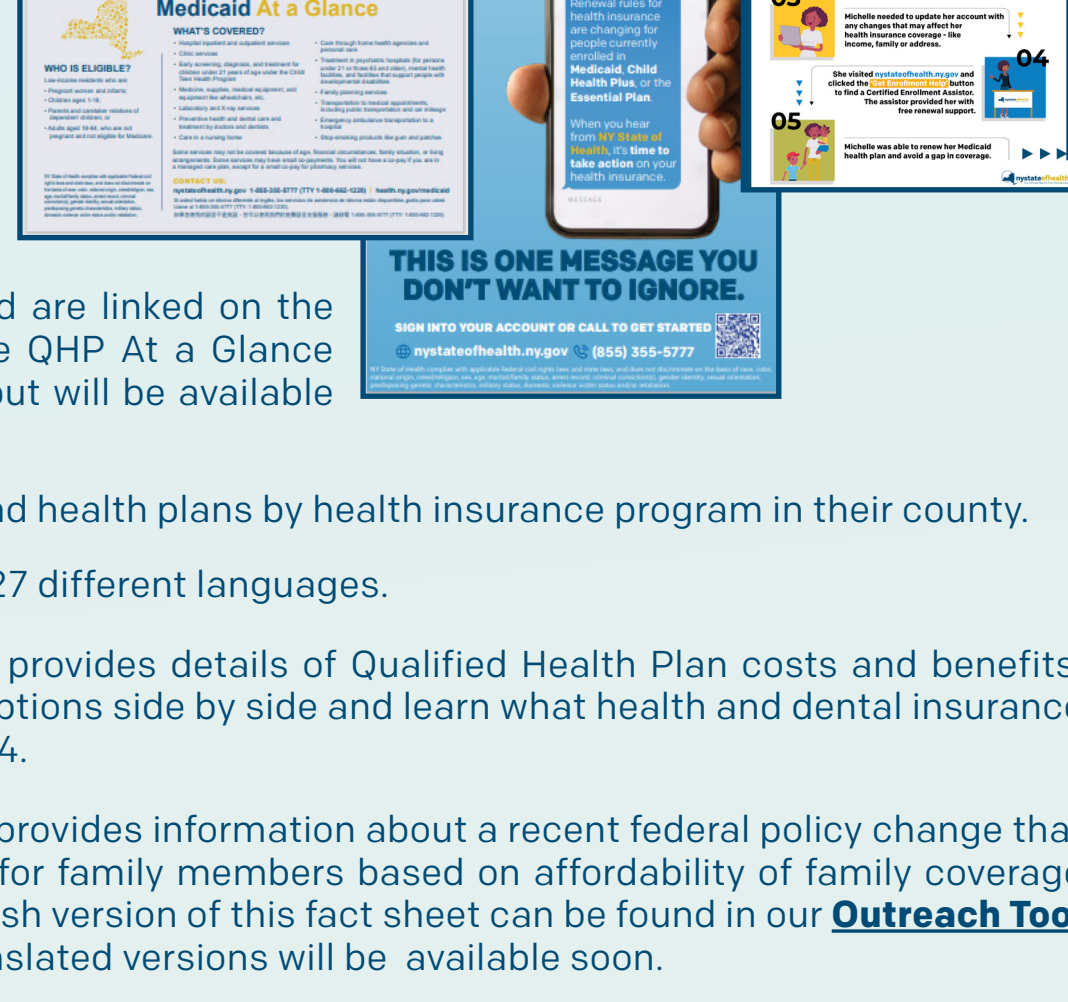
- Telemundo and Univision will run a series of interviews in Spanish. Juan Valles from Community Service Society of New York is featured in each of these segments and does an excellent job communicating about renewals for Medicaid, Child Health Plus and Essential Plan. The Univision news integration segments will run on both morning and evening programming and Telemundo's Acceso Total will air three segments in rotation. These will be re-posted on their social media/digital channels and other media. Also, ImpreMedia (El Diar) will publish several native articles on the El Diario website and newspaper, as well as social media posts and banners to drive traffic to these pages.
- NY State of Health will present and table at New Tang Dynasty and World Journal Health fair events in Flushing, Queens. World Journal will host its event on December 2, 2023, with pre-show media promotion on digital and print channels. The New Tang Dynasty event will be hosted on January 13, 2024, with pre-and post-show media promotion on TV, print, and digital channels.

NY State of Health Resources Available to Assist Consumers with Enrollment and Renewals

As we enter a busy enrollment and renewal season, please remember to use the various resources found in our **Outreach Tool Kit** and **PHE Unwind Communications Tool Kit** to assist consumers and stakeholders.

Many of our materials, including updated At a Glance cards, the Essential Plan fact sheet, PHE fact sheets, and How to Renew infographics, are now available in print in many languages. Order NY State of Health materials [here](#).

- At a Glance cards for Medicaid, Essential Plan, Child Health Plus and Qualified Health Plans have been updated for 2024 and are posted in 27 languages. They are available on the **Resources page** and are linked on the **translated page for each language**. The QHP At a Glance card is currently only available digitally, but will be available soon to order in print.
- **Plans By County** tool helps consumers find health plans by health insurance program in their county.
- Plan selection **resources** are available in 27 different languages.
- **Compare Plans and Estimate Cost tool** provides details of Qualified Health Plan costs and benefits. Consumers can anonymously view plan options side by side and learn what health and dental insurance plans will be offered in their county in 2024.
- **Family Financial Assistance fact sheet** provides information about a recent federal policy change that makes eligibility for financial assistance for family members based on affordability of family coverage offered by an employer. The updated English version of this fact sheet can be found in our **Outreach Tool Kit** and through our **Resources page**. Translated versions will be available soon.
- The PHE Unwind fact sheet and "How to Renew" infographic poster are available in our **PHE Communications Tool Kit**, available in different languages, to help consumers understand the PHE Unwind process and get step-by-step instructions on how to renew their plans.
- NY State of Health PHE unwind materials available for **co-branding** include flyers, posters, fact sheets, rack cards and more.



NY State of Health Care at Home Website is Now Available in Spanish

The NY State of Health **Care at Home** program website has been translated into Spanish to increase access for more New Yorkers to shop for safe and reliable private pay home care services through a trusted source. The expanded pilot program serves Bronx, Kings, New York, Nassau, Queens, Richmond, Suffolk, and Westchester counties. Additional resources are available in the **NY State of Health Care at Home: Communications Tool Kit**.



New York State Prioritizes Maternal Health with Expansion of Medicaid Prenatal and Postnatal Benefits

Maternal health remains a top priority for New York State. New York recently adopted the federal option to extend Medicaid and Child Health Plus postpartum coverage from 60 days to a full year following pregnancy. The Department remains committed to supporting prenatal and postnatal care and ensuring resources are available for better birth outcomes. Learn more [here](#).

Assistor Outreach Opportunities Available Through the Holidays

NY State of Health has many staffing opportunities available now through coverage! Including holiday food pantry and college events, to help New Yorkers enroll in or renew their coverage! Sign up right away when you see these opportunities come through.

Thousands of NY State Fair Attendees Spin the Wheel to Learn About Health Insurance Coverage

Over 7,000 attendees engaged with assistors at the State Fair from August 23 through September 4, 2023 to learn more about how to enroll or renew into health insurance.

(Above) Navigator Manager Erin Felix and Navigator Ronnette Powell are fully prepared to help answer health insurance questions from the NY State Fair attendees.

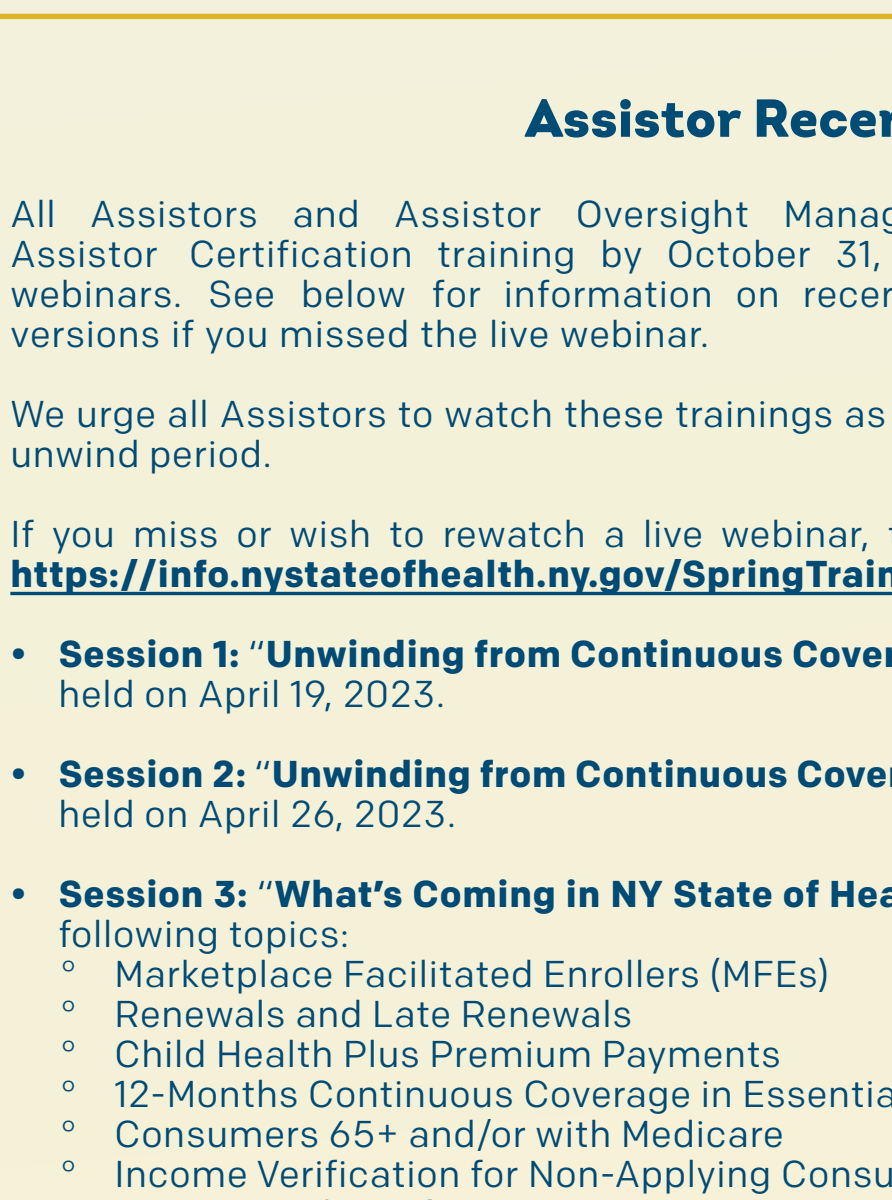
(Above) Fairgoers line up to get information from Navigators Richard DiSanto and Ronnette Powell.



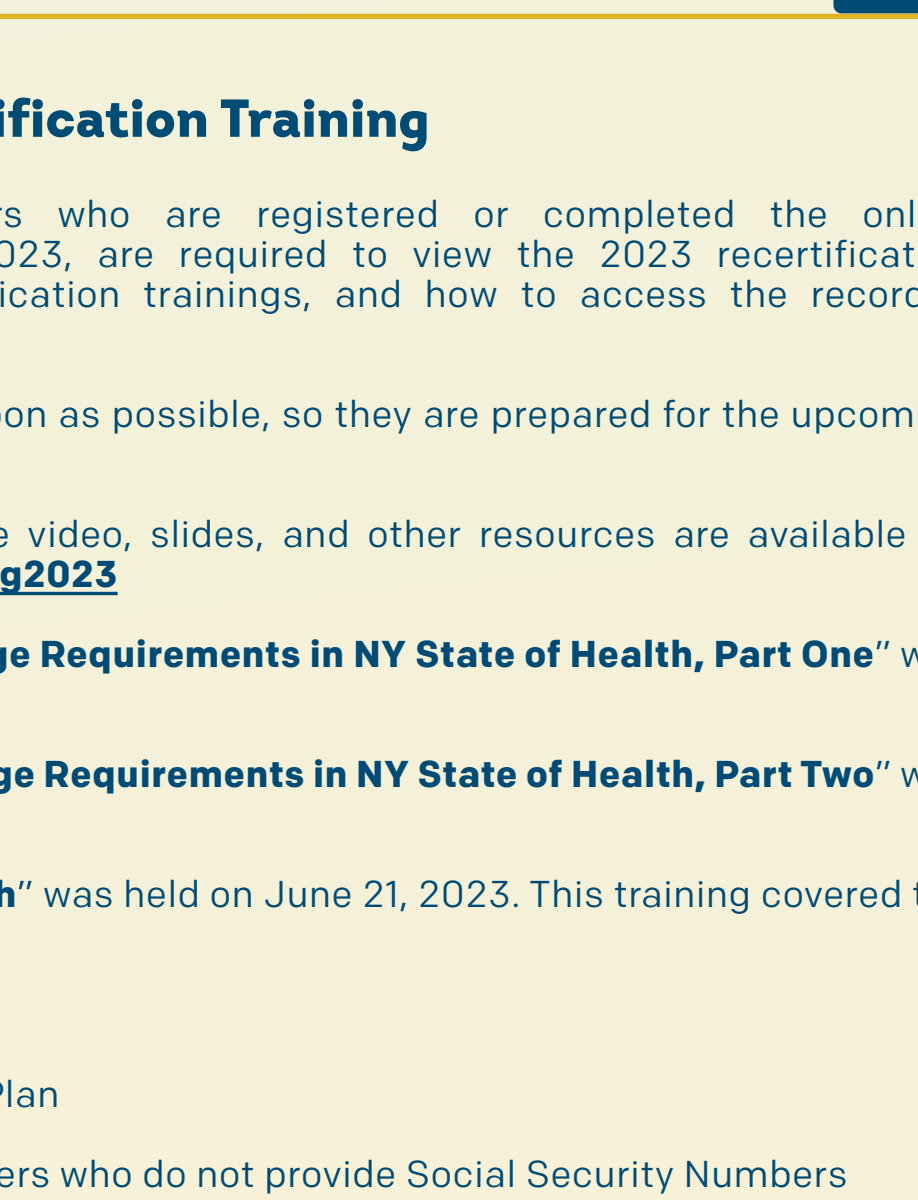
(Above) Navigator Jessica Faltisco engages consumers by asking questions as they spin our prize wheel at the NYS Fair.



(Above) NY State of Health Outreach Director, Margo Janack, shared Marketplace information at the annual November National Alliance for Mental Health conference attended by over 350 consumers and mental illness advocacy leaders at the Albany Marriott.



Over 500 people stopped by the NY State of Health booth asking Navigator Maha Attieh questions about available Marketplace plans and the PHE Unwind at the October 1st Atlantic Antic Festival, Brooklyn's oldest and largest street festival spanning 10 blocks and passing through several Brooklyn neighborhoods.



Navigator Maha Attieh represented NY State of Health at Kingsborough Community College on September 12, 2023, to connect with college students who may be "aging off" of their parents' health insurance.

Assistor Recertification Training

All Assistors and Assistor Oversight Managers who are registered or completed the online Assistor Certification training by October 31, 2023, are required to view the 2023 recertification webinars. See below for information on recertification trainings, and how to access the recorded versions if you missed the live webinar.

We urge all Assistors to watch these trainings as soon as possible, so they are prepared for the upcoming unwind period.

If you miss or wish to rewatch a live webinar, the video, slides, and other resources are available at: <https://info.nystateofhealth.ny.gov/SpringTraining2023>

- **Session 1: "Unwinding from Continuous Coverage Requirements in NY State of Health, Part One"** was held on April 19, 2023.
- **Session 2: "Unwinding from Continuous Coverage Requirements in NY State of Health, Part Two"** was held on April 26, 2023.
- **Session 3: "What's Coming in NY State of Health"** was held on June 21, 2023. This training covered the following topics:
 - Marketplace Facilitated Enrollers (MFEs)
 - Renewals and Late Renewals
 - Child Health Plus Premium Payments
 - 12-Months Continuous Coverage in Essential Plan
 - Consumers 65+ and/or with Medicare
 - Income Verification for Non-Applying Consumers who do not provide Social Security Numbers
 - System Updates for Pregnant Minors
 - Postpartum Coverage for Pregnant Consumers
- **Session 4: "Privacy and Security"** was held on July 19, 2023.
- **Session 5: "Open Enrollment and Renewals"** was held on September 27, 2023.
- **Session 6: "2024 QHP and EP Plan Line Up"** was held on October 25, 2023.

Assistor Agency Supervisors

Training Requirement for Supervisors

The training for assistor agency supervisors offers a broad overview of the responsibilities of a primary contact or supervisor of an assistor agency and provides resources for managing groups of assistors.

Every individual who has been designated a primary contact at the assistor agency will need to view this recorded training, attest to completing it, and agree to the Assistor Agency Agreement. We will collect this information during our annual review of Recertification information for your assistors.

You may view the recording of the training by clicking [here](#).

If you have any questions, please contact our office at assistor.admin@health.ny.gov.

Reporting Staff Changes

Assistor agencies are required to inform the Department of Health of changes in an assistor's employment status, either temporary or permanent, within 48 business hours of such changes. Assistor agency supervisors must report these changes to assistor.admin@health.ny.gov.

New NY State of Health Envelope Design

This past October, NY State of Health introduced its new envelope for manual renewal notices.

We hope that this design change will improve manual renewal notices by helping consumers more easily identify these important notices. Please share any feedback from consumers about whether or not this design update is helpful.



Contact Center Hours

We recently sent assistors updated Contact Center hours for the 2024 Open Enrollment Period.

As a reminder, the Contact Center is open Monday – Friday, 8:00 am – 8:00 pm and Saturday, 9:00 am – 1:00 pm. They are closed on Sundays.

The Contact Center will be **closed** on following holidays:

- Thursday, November 23 (Thanksgiving)
- Monday, December 25 (Christmas)
- Monday, January 1 (New Year's Day)
- Monday, January 15 (Martin Luther King Day)

The Contact Center will be open for extended hours on following days:

- Saturday, December 9 (9:00 am – 4:00 pm)
- Friday, December 15 (8:00 am – 10:00 pm)
- Saturday, January 13 (9:00 am – 4:00 pm)

Health Plan Renewal Social Media Posts Prove Popular with Consumers

NY State of Health posts that provide guidance and tools on how to renew health plans are popular with consumers who need to renew their coverage for 2024. The top-performing post in September focused on the PHE Unwind Renewals infographic, which received 23 percent more engagements and 32 percent more impressions compared to a typical top-performing post. Additionally, the How to Find Your Enrollment End Date tutorial below continues to receive many consumer clicks. Find NY State of Health #HowTo tutorial videos [here](#).

Happy Holidays from NY State of Health

FROM ALL OF US AT NY STATE OF HEALTH WISHING YOU A WONDERFUL HOLIDAY SEASON AND A HAPPY, HEALTHY NEW YEAR!

If you have any questions or ideas for additional content, please email us at NYSOHOutreach@health.ny.gov.

