



In this issue:

- Open Enrollment Period Extended
- NY State of Health Coverage is More Affordable than Ever
- Federal Tax Credits Still Available
- Protect Your Health Ad Campaign
- Consumers Urged to Stay Connected
- NY State of Health Care at Home Program
- Social Media Team Wins Awards
- Extended OEP Customer Service Hours
- NY State of Health Outreach Events
- NY State of Health Reaches Diverse Audiences
- Reminders
- Assistor Training

Open Enrollment Extended While Federal Public Health Emergency Continues

NY State of Health, together with the New York State Department of Financial Services (DFS), announced that the Open Enrollment Period for 2022 Qualified Health Plans (QHPs) will remain open, consistent with the recent **announcement** that the federal government is extending the Public Health Emergency effective January 16, 2022. New and returning consumers will continue to have many quality, low-cost health insurance options, with a choice of QHPs in every county, and with expanded tax credit savings through the **American Rescue Plan Act** to further lower their premiums.

Between March 2020 and December 31, 2021, enrollment across Marketplace programs has surged, with more than 1.5 million additional New Yorkers enrolling in Medicaid, the Essential Plan, Child Health Plus, and QHPs. Thank you for all you do to engage, educate, and help consumers pick the right plan for 2022 so they can have the coverage they need. There's still time to get New Yorkers enrolled in a plan for 2022 – Keep up the good work! Learn more about the NY State of Health 2022 Open Enrollment Extension [here](#).

NY State of Health Coverage is More Affordable Than Ever

Consumers have received greater financial help to pay for their NY State of Health plans since the pandemic began in March 2020. Here are some examples of growth:

- 1.5 million New Yorkers have enrolled into NY State of Health.
- \$759 million in ARPA tax credits were received by APTC enrollees.

New Yorkers Continue to Benefit from Enhanced Federal Tax Credits

Thanks to the **American Rescue Plan** signed into law in March 2021, more New Yorkers than ever, including higher income individuals and families, are eligible for increased federal tax credits, lowering the cost of premiums for their health plans. In 2021, over 60 percent of QHP enrollees qualified for financial assistance. This financial help will remain available through 2022 to help New Yorkers pay for QHP coverage.



NY State of Health Ad Campaign Reminds New Yorkers To Protect Their Health with Coverage

NY State of Health will continue to advertise across all television/radio, ethnic print, and digital platforms in the upcoming months to remind New Yorkers about the importance of having coverage to protect their health, especially as the Covid-19 pandemic continues to spread. All ads are available in English, Spanish and Mandarin and run statewide.

Consumers Urged to “Stay Connected” to NY State of Health

Since the start of the federal COVID-19 Public Health Emergency (PHE) in early 2020, New Yorkers enrolled in Medicaid, Child Health Plus or Essential Plan coverage have had their coverage automatically extended without requiring consumers to take action. After the federal PHE ends, consumers will once again need to take action to keep their coverage. To help consumers avoid a coverage gap if they miss this step, NY State of Health will launch an ad campaign to run from early February through mid-March 2022. The campaign will be shared on multiple advertising channels including TV, digital, and out-of-home platforms, and will encourage New Yorkers to sign up for NY State of Health text messages so they'll know when it's time to renew their health insurance. The ads will also encourage New Yorkers to update their information in their NY State of Health accounts.

NY State of Health Care at Home Program Helps New Yorkers Find Safe, Trained and Reliable Home Care Professionals

NY State of Health Care at Home launched in Nassau, Suffolk, and Westchester counties in October. This new program has already helped New Yorkers in these counties find safe and reliable home care professionals for themselves, their families and loved ones who need care on a private pay basis. Through NY State of Health's Homecare partner, Carina, consumers can find available home care professionals that best fit their unique needs and get help with tasks, such as housekeeping, dressing, laundry, meal prep, and more. A digital advertising campaign to highlight “NY State of Health Care at Home” started mid-November and can be found [here](#). Learn more about this program [here](#).

NY State of Health Social Media Team Win Awards

This top-performing post was submitted as an example of NY State of Health social media strategies in the annual Marcom marketing competition where NY State of Health won high honors.



Congratulations to Maximus, NY State of Health's social media team, for receiving top awards for Best Social Campaign, Best Social Video and Best Social Content for NY State of Health social media posts in the annual competition hosted by Marcom, an international marketing and communications association. NY State of Health social media strategies were among 6,000 print and digital entries submitted from dozens of countries. Posts like this help us deliver messaging about getting coverage and increase followers. Help consumers get the information they need to get the coverage they need. Keep liking and sharing our posts!

NY State of Health Extends Customer Service Hours During 2022 Open Enrollment Period

NY State of Health will have increased customer service hours during the last two weeks of January to ensure consumers get assistance they need to enroll in coverage.

- Extended Customer Service hours are:
- Saturday, January 29, 2022, 9:00 am – 4:00 pm



NY State of Health Outreach Events Help Consumers Throughout NYS Learn About Quality, Affordable Health Coverage

NY State of Health assistors are helping New Yorkers explore available plan options during Open Enrollment through virtual presentations and state-wide, in-person events including food pantries, supermarkets, libraries, community vaccination pod sites, farmers markets and wintertime park activities. Be sure to sign up for upcoming events to help consumers enroll.



Healthfirst assistor Alex Fabian answers enrollment questions at ShopRite in White Plains, one of 12 ShopRite locations during the November supermarket campaign.



NY State of Health participated as a virtual exhibitor in the 11th annual New York State Minority Women-Owned Business Enterprise (MWBE) Forum held December 14-16, 2021 to help attendees and those they serve learn how to get coverage through the Marketplace.

NY State of Health Partners with Major Media Groups to Reach Diverse Audiences

NY State of Health has partnered with several Spanish and Chinese television and print media networks during this enrollment season to help their uninsured community members access health coverage.

Several NY State of Health interview segments aired on Univision, El Diario, and Telemundo during the months of November, December, and January. A NY State of Health article was published in the Hispanic newsletter, *Impremedia*.

NY State of Health participated in live webinar presentation hosted by New Tang Dynasty (NTD) and World Journal to reach the Chinese community and help them enroll in coverage. The webinar was featured on cable, NTDTV.com, epochtimes.com and social media, and information was shared in follow-up articles.



NY State of Health navigator Luis Morales of Coordinated Cares Services, Inc. interviews with a Univision reporter on how to enroll in a plan.



NY State of Health navigator Aileen Pan of Mothers & Babies Perinatal Network presents at a World Journal live webinar.

Mobile Upload App for Identity Proofing Documents

As a reminder, the NYSOH Mobile Upload app has been expanded to allow assistors to upload manual identify proofing documents. This means assistors using the app would no longer need to fax identify proofing documents. Documents submitted through the app are less likely to be rejected because they are missing information or are hard to read.

Please remember to photograph both the signed Identity Verification Form, and the applicable documents under each upload. Click [here](#) and go to “Resources for Assistors” to access these necessary forms.

Click [here](#) to watch a three-minute video demonstration on how Assistors can use the app to upload their consumer's identity proofing documents.

REMINDERS

Social Media Tutorial Series Provides Enrollment Help

NY State of Health online tutorials offer consumers important “How to enroll” steps. View our latest suite of tutorials [here](#). Share, like and tag to help consumers get the guidance they need.

APTC & QHP enrollees can File 2021 Taxes with Form 1095A

NY State of Health consumers who were enrolled in a QHP in 2021 and received financial help paying for their plan received notices alerting them that they will get an IRS Form 1095-A from NY State of Health to prepare their 2021 federal tax returns.

For guidance on Form 1095-A, consumers can review the [Premium Tax Credits and Form 1095-A](#) page of our website, which includes resources including a video and FAQs.

For guidance on 1095-B, consumers can review the [FAQs on our 1095-B](#) page. A training webinar for Assistors titled, Tax Credits, Form 1095-A and Form 1095-B and FAQs about Form 1095-A and Form 1095-B can be assessed [here](#).

Assistor Training

Update

We have updated all of our training materials from the initial online certification training course. Any currently registered assistor who would like access to the updated materials can request this by sending an email to eligibility_training_support@health.ny.gov.

1095 A & B Training for Assistors

A training webinar for assistors titled, Tax Credits, Form 1095-A and Form 1095-B will be posted and sent to all assistors over the next few weeks. It will include new information for individuals who received the maximum amount of APTC if they received unemployment compensation for any week in 2021.

Reminders for Assistor Agency Supervisors

Contact Information:

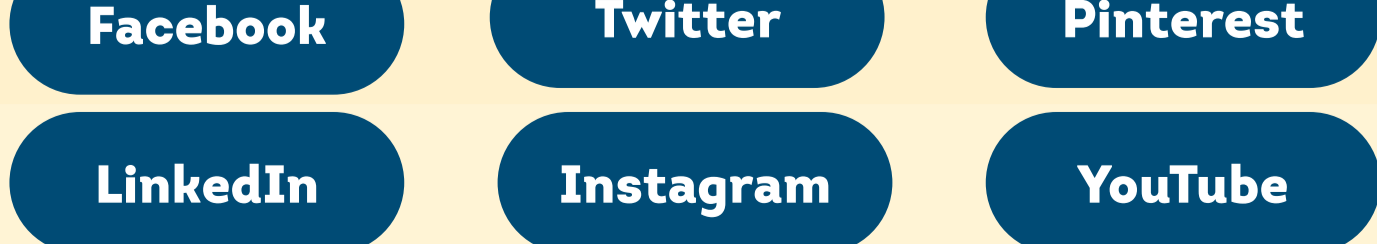
Assistor agencies are expected to update their contact information. Changes to contact information may include agency address changes, addition or removal of primary contacts, changes to service area such as counties served, and updates to languages supported. You may request your agency's contact information form at any time by emailing 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 change. Assistor agency supervisors must report these changes to Assistor.Admin@health.ny.gov.

Follow us, Like us, Share us!

With Open Enrollment 2022 upon us, social media is the perfect tool to help connect consumers to the important information they need to find the right plan and enroll. Be sure to share, and like us!



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.

Be sure to follow us: 