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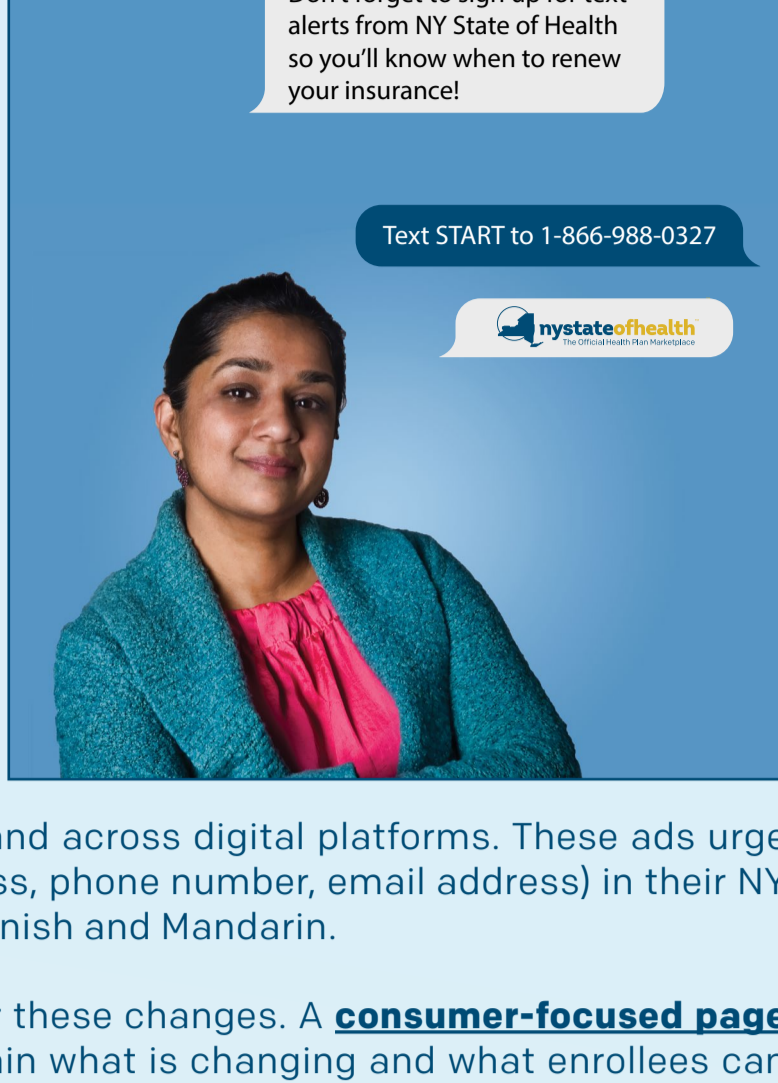
NY State of Health Alerts Consumers of Important Changes After COVID-19 Public Health Emergency Ends

Consumers Encouraged to Sign Up for NY State of Health Text Alerts and Keep Accounts Current

Important changes are coming to New York Medicaid, Child Health Plus and the Essential Plan. When the COVID-19 public health emergency ends, New York State will resume eligibility reviews and renewals. This means New Yorkers enrolled in Medicaid, the Essential Plan and Child Health Plus may need to take action to renew their health insurance or the insurance of their family members.

NY State of Health has launched an ad campaign to help consumers prepare for these changes and maintain their coverage. The **"Don't Forget" ads** encourage consumers to sign up for text alerts from NY State of Health to receive health insurance updates, including when it is time to renew their coverage. A second phase of the campaign titled **"Unable to Connect"** launched statewide June 13th on TV and across digital platforms. These ads urge enrollees to update their contact information (mailing address, phone number, email address) in their NY State of Health accounts and will be available in English, Spanish and Mandarin.

New resources are available to help consumers get ready for these changes. A **consumer-focused page** has been created on the NY State of Health website to explain what is changing and what enrollees can do now to prepare. Additionally, a new **communications tool kit** focused on unwinding from the COVID-19 public health emergency has been developed for use by enrollment assistors and other outreach partners. The tool kit includes educational resources for co-branding, phases one and two of our ad campaign videos, social media posts, drop-in articles, and draft text for an email message. Thank you for continuing to invite consumers to sign up for NY State of Health **text alerts** and thank you in advance for helping us to educate enrollees on these important changes!



NY State of Health Plans Cover Reproductive Services

All health insurance options available on NY State of Health cover comprehensive reproductive health care services in health plans including Medicaid. Consumers can learn more about these **health insurance options** available through **NY State of Health**. Ten **essential health benefits** and additional family planning services are provided in every NY State of Health plan. The *Essential Plan Benefits and Cost Sharing* chart is available **here**.

NY State of Health Care at Home Program is Expanding

The NY State of Health Care at Home Programs allow New Yorkers to shop for home care services on a private pay basis. On May 6, 2022, the Department of Health issued its **Phase Two Invitation** to New York State Licensed Home Care Services Agencies (LHCASAs) to participate in the "NY State of Health Private Pay Home Care Services Pilot Program" in Bronx, Kings, Nassau, New York, Queens, Richmond, Suffolk, and Westchester counties in September 2022. Consumers can search for agencies in their area with available personal care workers, who meet their needs as far as language preference, location, expertise and skills.

The Private Pay **Home Care Program** aligns with the ease and accessibility of the Marketplace, providing consumers with a resource to review the home care aides that are available in their area and select private pay services that meet their needs.

NY State of Health has also created a new set of "Care at Home" ads with a specific focus on individuals who plan on or are currently recuperating for illness or injury. These new ads are being shared on digital sites and in print to help New Yorkers learn about the program. You can access the Care at Home 15-second and 10-second video ad series **here**.



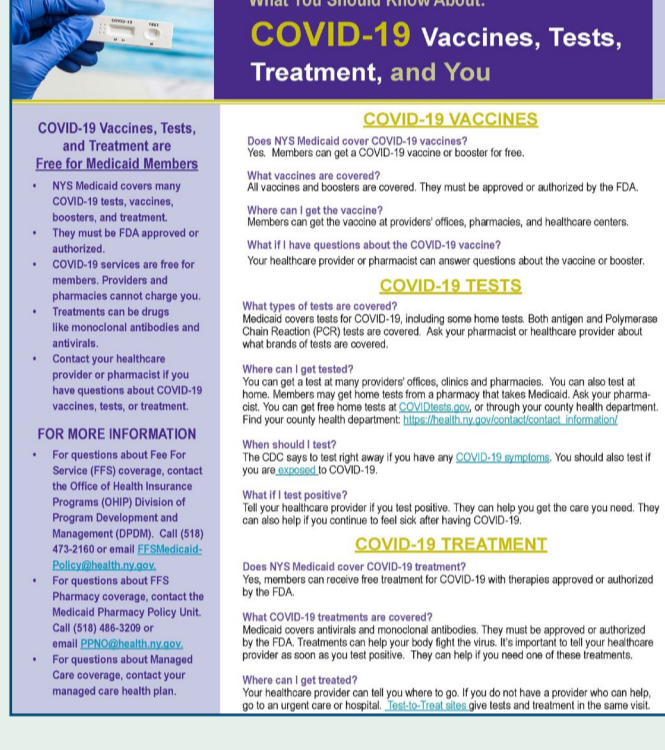
Provider Network Resources Help Consumer Explore Plan Options

The **NYS Provider & Health Plan Look-Up Tool** is regularly updated to help New Yorkers find the health care providers they need who will accept their health insurance. An additional resource that is available is the **NY State of Health Hospital Participation Tool**, which has been updated to include the most recently submitted provider network data.

This tool allows consumers eligible for the Essential Plan (EP) or Qualified Health Plans (QHPs) to determine which hospitals participate in a network. Please continue to share these tools with consumers so they can explore their options and enroll in a health plan that is right for them.

Fact Sheet on COVID-19 Treatment Now Available for Medicaid Consumers

A new fact sheet, **What You Should Know About: COVID-19 Vaccines, Tests, Treatments and You**, has recently been added to the Medicaid consumer fact sheets series. **Medicaid consumer fact sheets** are focused on prevention, treatment, and management of health conditions, and include information about relevant Medicaid benefits. Other Medicaid consumer fact sheet topics include asthma control, chronic kidney disease, diabetes, high blood pressure, HIV-PrEP (Human Immunodeficiency Virus - Pre-Exposure Prophylaxis), periodontal disease, sickle cell disease, smoking cessation, and tooth decay. Fact sheets are available in multiple languages including Spanish and Chinese. The most recently added fact sheet on COVID-19 treatment is currently only available in English, with additional languages coming in the near future. Please share these fact sheets with consumers to help them get the information they need to stay healthy.



New "How to Enroll" Tutorial Video Released for College Grads

The **College Outreach toolkit** has been updated with new information including an updated **college fact sheet** and a new "Enrolling In Health Insurance After Graduation" **tutorial video** to show college students where to find the specific tools and resources on the NY State of Health website.



NY State of Health Plan Proposals Received

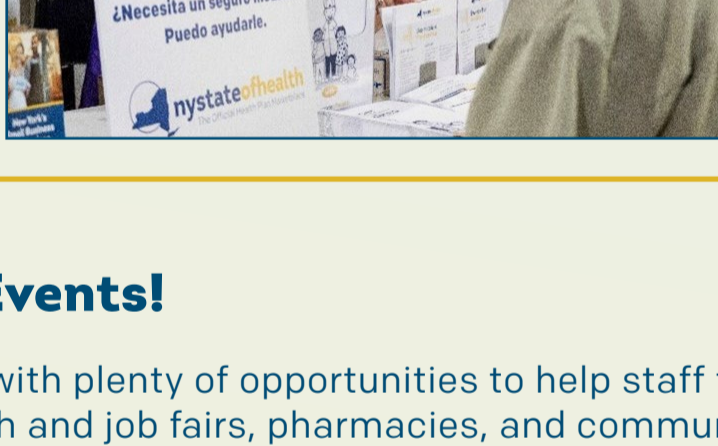
The 2023 NY State of Health plan invitation was released on May 4, 2022. Plan proposals to participate in the Qualified Health Plan and/or Essential Plan were received by May 25th and are currently under review. Participating NY State of Health plans will be announced later this year.

NY State of Health Organ Donor Registry Tops 300,000

NY State of Health has enrolled more than 300,000 organ donor registrants with the New York State Donate Life Registry since the initial launch in April 2017. New Yorkers have joined the Donate Life Registry to become organ and tissue donors while applying for comprehensive, low-cost health coverage through the NY State of Health Marketplace. Consumers can learn more about organ donation at the New York State Organ and **Tissue Donor Registry** or call 1-866-NYDONOR.

Be Among the First to Sign Up to Staff the New York State Fair!

Sign up to be a part of one of the largest events happening in New York State. This year's Great New York State Fair is returning to Syracuse this summer with 13 days of fun from August 24 – September 5! NY State of Health will be there along with a variety of other agriculture, entertainment, education, and technology attractions. Your assistance is needed to share information and make enrollment appointments. Find available shifts **here**.



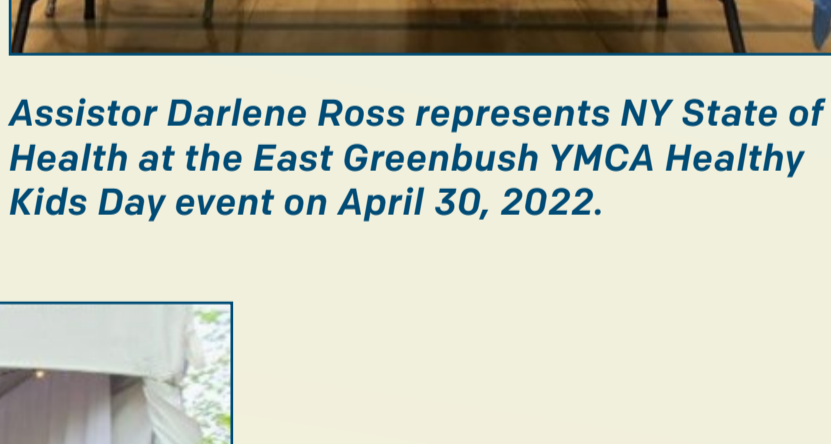
Assistors answer questions about getting health coverage at a past New York State Fair Event

Help Needed at New York Summer Events!

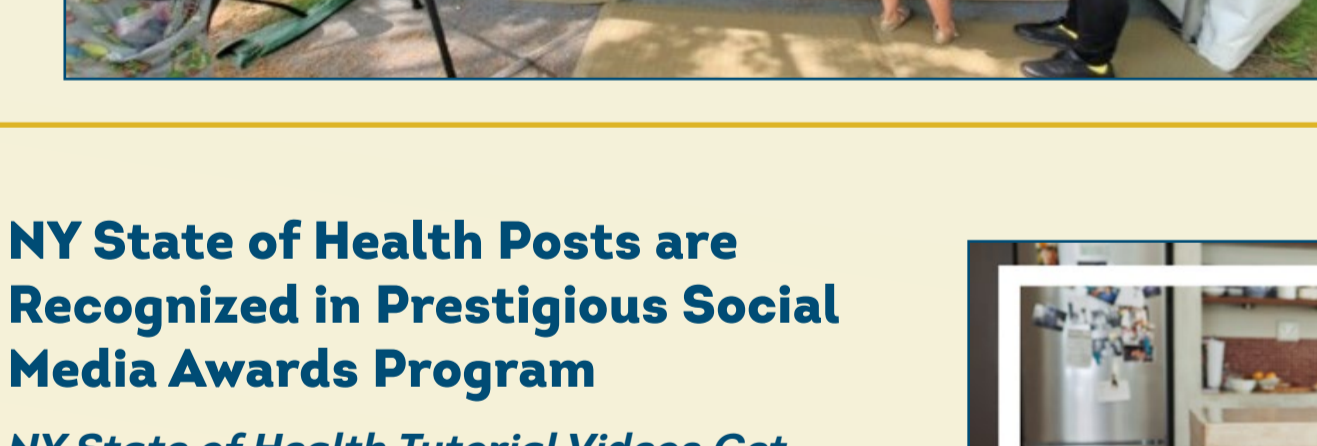
NY State of Health summer events are rolling in with plenty of opportunities to help staff them. Be on the lookout for staffing invitations for festivals, health and job fairs, pharmacies, and community vaccination pod sites. Thank you for your help!



Entrepreneurs get assistor help at the International Franchise Expo at the Javits Center in Manhattan on June 2-4, 2022. This International Franchise event is the biggest Franchise event in the United States.



Assistor Darlene Ross represents NY State of Health at the East Greenbush YMCA Healthy Kids Day event on April 30, 2022.

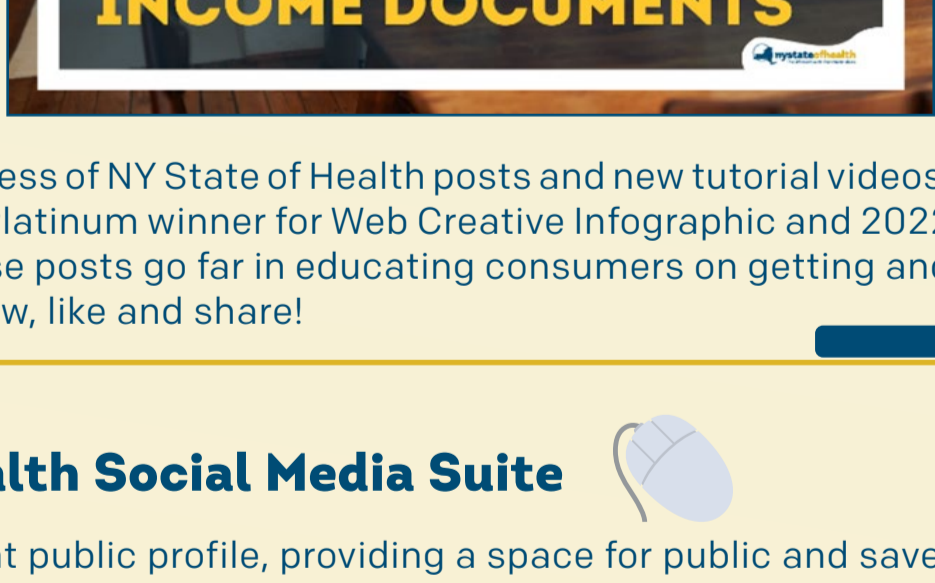


NY State of Health participated in the ten-day Lilac festival in Rochester during the weekends of May 6-22nd to educate attendees regarding Marketplace plans.

NY State of Health Posts are Recognized in Prestigious Social Media Awards Program

NY State of Health Tutorial Videos Get GOLD in World-Wide Creative Social Media Competition

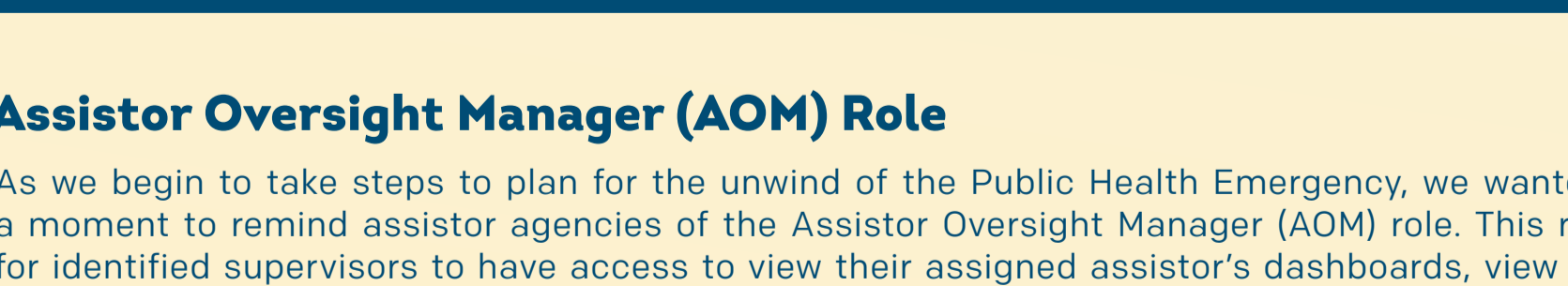
Once again, NY State of Health's social media team, Maximus, has achieved global recognition. This time Maximus took home two Hermes Creative Awards in the 2022 competition for their outstanding work in the development and effectiveness of NY State of Health videos and new tutorial videos. Winning social media categories include the 2022 Platinum winner for Web Creative Infographic and 2022 Gold winner for Interactive Media Video Series. These posts go far in educating consumers on getting and maintaining their health coverage. Continue to follow, like and share!



SnapChat Added to NY State of Health Social Media Suite

NY State of Health now has added a new Snapchat public profile, providing a space for public and saved stories and more. The NY State of Health name is now clickable on paid advertisements on this platform, leading users to the public profile similar to Facebook, Twitter, and Instagram.

Snapchat is a social media platform that allows users to send and receive "Snaps" - photos and videos that disappear after a few seconds. Users can also compile a series of Snaps into "Stories" to create a narrative, which are visible for 24 hours. There are over 3 billion snaps created every day, with users between the ages of 18 and 24 making up the majority of the Snapchat audience.



ATTENTION: ASSISTOR AGENCY SUPERVISORS

Assistor Oversight Manager (AOM) Role

As we begin to take steps to plan for the unwind of the Public Health Emergency, we wanted to take a moment to remind assistor agencies of the Assistor Oversight Manager (AOM) role. This role allows for identified supervisors to have access to view their assigned assistor's dashboards, view consumer accounts managed by their assistors, and to run reports regarding the status of consumer accounts on their assistors' dashboards. We believe that this functionality will be especially helpful when more consumers need to come in and update their accounts. If your agency has not already taken advantage of this functionality and would like to do so, please contact **Assistor.Admin@health.ny.gov**.

Assistor Recertification and Training

All Assistors and Assistor Oversight Managers who are registered or completed the online Assistor Certification training by October 31, 2022 will be required to view the 2022 recertification webinars.

We will send out the complete 2022 Assistor Recertification Training schedule once it has been finalized.

- **Session 1:** "Privacy and Security" was held on June 8, 2022. Assistors who were not able to join the live webinar can watch the video and access the slides and resources **here**.
- **Session 2:** "Citizenship and Immigration" will be held on July 27, 2022, from 10:00am – 11:30am. Watch your email for registration information.

Assistors will be notified by email regarding all remaining future webinars.

Assistor Training Course Materials Updated for 2022

We have once again, updated all of our training materials from the initial online certification training course. This set of updates brings the entire curriculum up to date for 2022.

These materials remain available for any currently registered assistor who would like access. If you have not already done so, you may still request access to the updated training materials by sending an email to **eligibility.training.support@health.ny.gov**.

Tell us what you think!

We hope this campaign information is helpful to you, especially as we all navigate new outreach strategies to connect with consumers to share information, communicate important updates and send timely enrollment reminders.

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