



NY State of Health Kicks Off 2023 Open Enrollment

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NY State of Health Kicks Off 2023 Open Enrollment with New Consumer Resources!

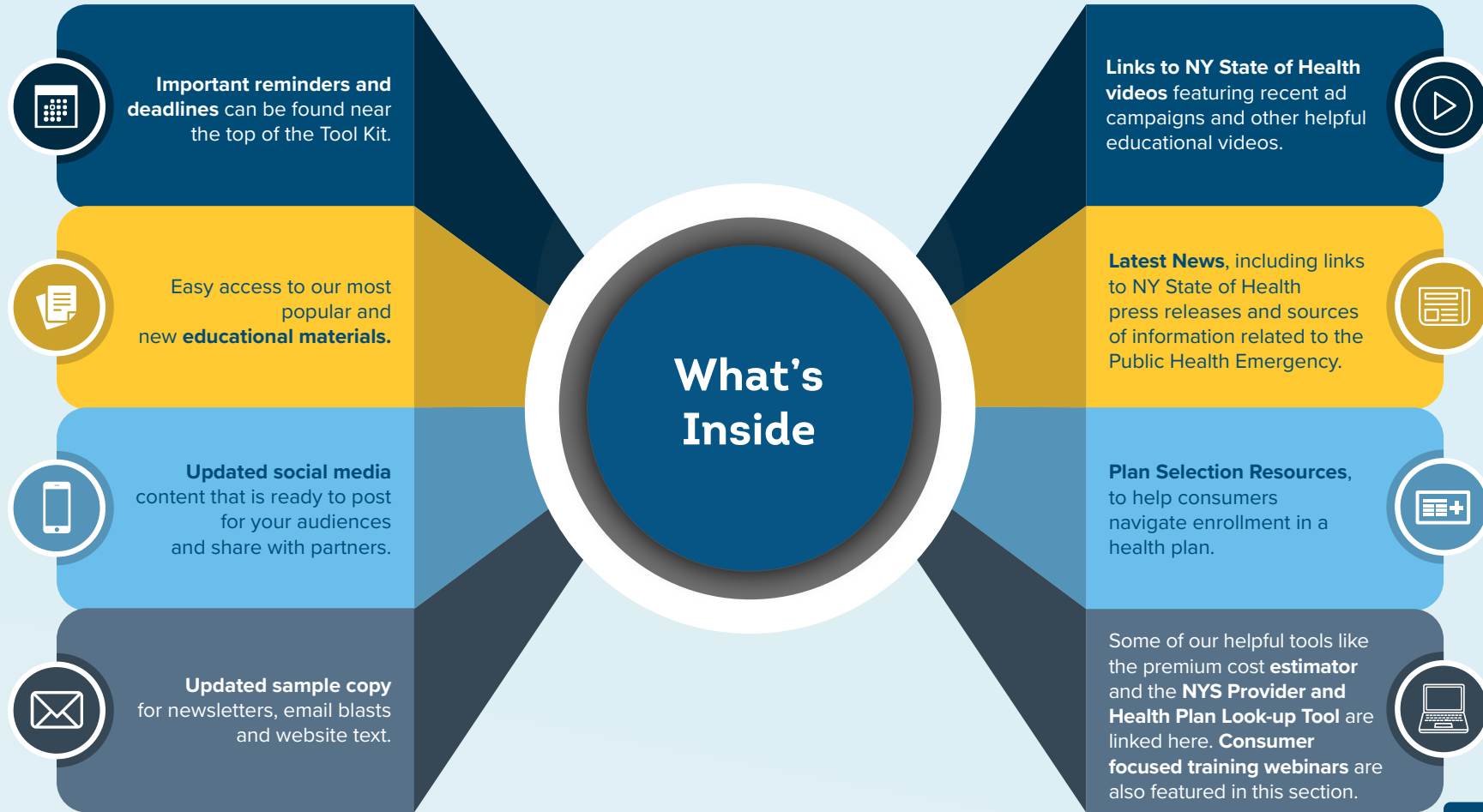
This year marks the 10th Open Enrollment Period for NY State of Health! Open Enrollment begins this year on November 16, 2022, and will end January 31, 2023. However, if the federal COVID-19 Public Health Emergency (PHE) continues past January 31, 2023, the Marketplace will remain open for enrollment for the duration of the PHE. NY State of Health has a variety of new and updated resources to keep consumers informed regarding enrollment, important changes, and deadlines that may affect their opportunity to enroll.

Updated Outreach Tool Kit Now Available

As Open Enrollment 2023 quickly approaches, we are excited to announce that a newly updated **Outreach Tool Kit** is now available to aid in your efforts to help consumers prepare to enroll!

The Outreach Tool Kit includes resources for you, and for our partners who are vital in helping us reach New Yorkers in all corners of the state. Updates are made throughout the year as needed, to include key, up-to-date information consumers need to know.

The Outreach Tool Kit is designed to help you easily access key tools and materials. A link is included in the **Assistor Tool Kit**, or you can find it directly at <https://info.nystateofhealth.ny.gov/outreachtoolkit>.



End of the Public Health Emergency Brings Important Enrollment Changes

We continue to remind consumers of the important changes that will take place when the COVID-19 Public Health Emergency (PHE) ends. Consumers who currently have health insurance through New York State Medicaid, Child Health Plus or the Essential Plan will need to take steps to keep their coverage as the PHE concludes. Find more information about these changes [here](#).

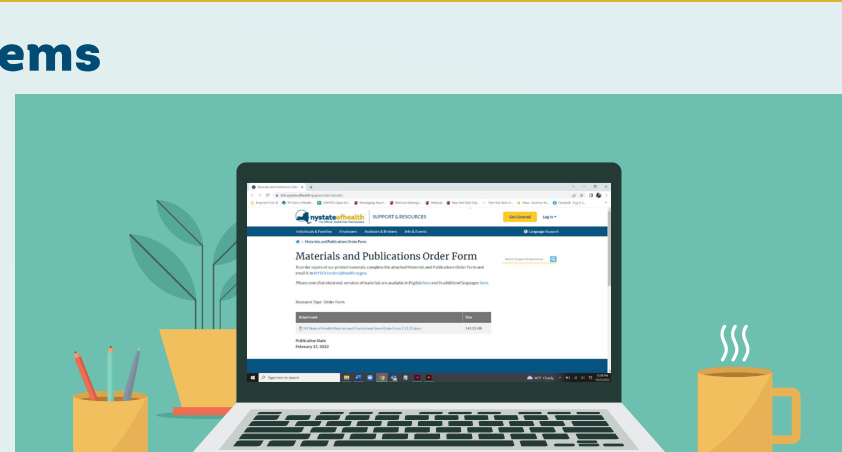
NY State of Health is partnering with local districts and stakeholders across the health care spectrum to inform New Yorkers about renewing their health insurance. Find additional information in our digital **PHE Tool Kit**.

Federal Subsidies Extended Three More Years

With the recent signing of the Inflation Reduction Act, expanded tax credits introduced under the **American Rescue Plan Act (ARPA)** will now remain available through 2025 to help New Yorkers pay for Qualified Health Plans. This enhanced financial assistance lowers the cost of premiums for current and new enrollees, including higher-income individuals. Our **Outreach Tool Kit** provides resources to help educate consumers about how to access this financial assistance, including a video and a fact sheet.

Requesting Materials and Promotional Items

NY State of Health educational materials remain available for use at events where you are meeting consumers. To be sure that you have sufficient supplies to distribute to consumers, please complete the **online materials order form** as needed. The order form contains the most up-to-date list of materials that are available for order. For promotional items, simply send your requests to NYSOOrders@health.ny.gov and list the events for which the materials are requested, along with the event dates and anticipated attendance.



Please do your best to provide a two-week minimum lead time to ensure you have the materials you need on time. When staffing events coordinated by NY State of Health staff, please indicate materials needed and where they should be mailed or delivered.

Resources at Your Fingertips

In addition to our most popular educational materials (rack cards, At-a-Glance Cards, and the EP fact sheet), NY State of Health has a variety of materials that you can print, order, and distribute to the public as needed. As usual, PDF versions of all materials are available online prior to being available for order. Additional digital resources can also be found in our **online tool kits**. Materials in English and other languages may be accessed and ordered [here](#).

The following educational materials are new or have been updated for this year and will be available in print soon:

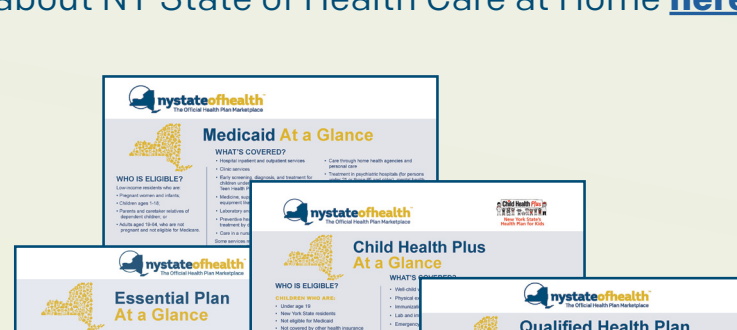
Fact Sheets

- Medicaid, Child Health Plus, Essential Plan Changes** - Addresses important changes on the horizon for New Yorkers eligible for Medicaid, Child Health Plus, and the Essential Plan after the COVID-19 Public Health Emergency ends
- Essential Plan (EP)** - Highlights EP plan benefits and is updated with recent income eligibility levels
- Can My Family Qualify for Financial Help Even If We're Offered Health Insurance Through My Employer?** - This fact sheet gives information about how family health insurance coverage is getting more affordable for families with an offer of health insurance from an employer.
- Young Adult** - Gives young adults important information about getting health insurance through NY State of Health.
- Immigrants** - Provides immigrants information about NY State of Health and how to get help applying for health coverage through the Marketplace.
- Why You Need Health Insurance** - Gives information supporting the advantages of health insurance.
- How To Pick a Health Plan** - Describes six things to think about when choosing a health plan.
- Benefits Before Deductible** - Gives information about benefits available to you through NY State of Health plans before you meet the deductible.



Rack Cards

- NY State of Health Rack Card** - Provides an overview of NY State of Health programs, including the availability of expanded federal financial help, and encourages New Yorkers to sign up for text alerts, update their account information, and to take action when contacted.
- NY State of Health Care at Home Rack Card** - Provides an overview of NY State of Health's Care at Home program that helps New Yorkers shop for safe and reliable home care services for themselves, their family, and their loved ones on a private pay basis. NY State of Health Care at Home simplifies connecting with trusted home care providers from licensed home care services agencies (LHCASAs). The Care at Home program is currently available in all five boroughs of New York City, Nassau, Suffolk, and Westchester counties. Learn more about NY State of Health Care at Home [here](#).



At-A-Glance Cards

- NY State of Health At-A-Glance cards are being updated to include the latest annual income eligibility information for each program and cost-sharing updates. The Child Health Plus card highlights new benefits that were effective October 1, 2022.
- The entire suite of At-A-Glance cards can be viewed in the Outreach Tool Kit [here](#):
 - Medicaid
 - Essential Plan
 - Child Health Plus
 - Qualified Health Plan

Additional Educational Resources

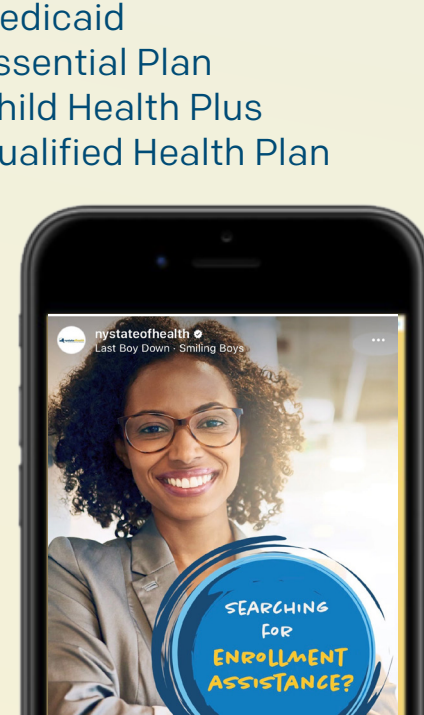
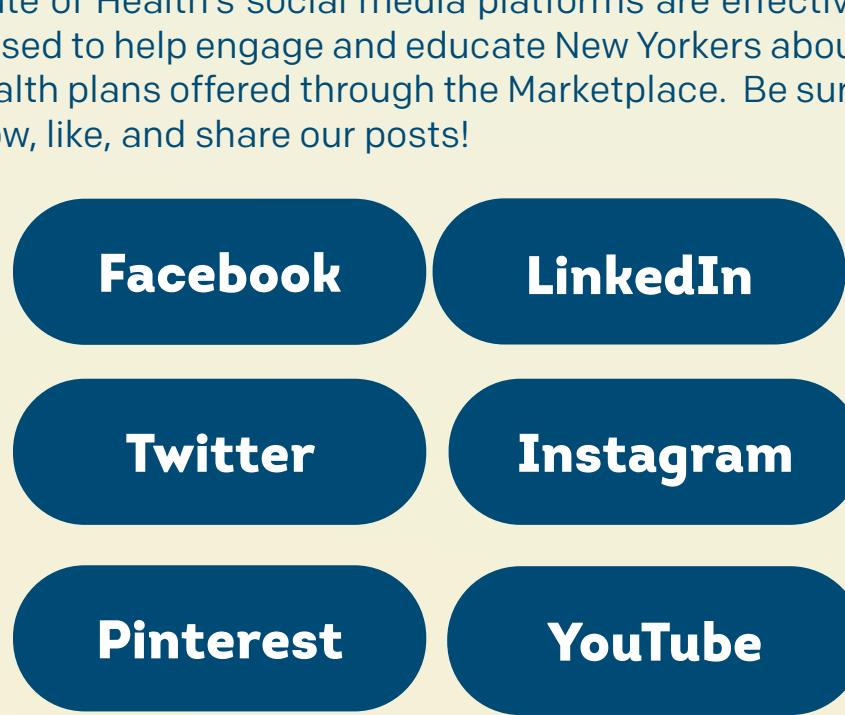
- NY State of Health Postcard** - This postcard was designed so you can easily affix a contact label and share these with consumers who may not be ready to take action, are hesitant to leave their contact information, or simply do not have time to stop and talk.
- Tear-Off Cards** - If a consumer is not ready to make an appointment, these cards can be used to capture their contact information for follow-up later and effectively track how many people we engaged at our events. They are available in English, Spanish and Chinese.
- Language ID Tool** - This small poster is handy to have at public events to help you identify the preferred language of non-English speaking consumers who may approach you for help.

Posters

- NY State of Health Poster - coming soon
- Home Care Poster**

Social Media Content

NY State of Health's social media platforms are effective tools used to help engage and educate New Yorkers about the health plans offered through the Marketplace. Be sure to follow, like, and share our posts!



Assistor Recertification Training

As a reminder, all assistors must recertify annually. This means that each assistor must have viewed each of the five webinars delivered between June and October of this year.

In the middle of November, assistor agency supervisors will receive a spreadsheet that includes the names of each assistor. This spreadsheet must be filled out with the dates in which each assistor viewed the mandatory webinars and will be returned to the Department of Health. More information regarding how to report recertification compliance will be forthcoming.

If you miss or wish to rewatch a live webinar, the video, slides, and other resources are available at: <https://info.nystateofhealth.ny.gov/SpringTraining2022>.

- Session 1: "Privacy and Security" was held on June 8, 2022.
- Session 2: "Citizenship and Immigration" was held on July 27, 2022.
- Session 3: "What's Coming in NY State of Health" was held on August 31, 2022.
- Session 4: "Open Enrollment and Renewals" was held on September 28, 2022.
- Session 5: "2023 QHP and EP Plan Line Up" was held on October 26, 2022.

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 change. Assistor agency supervisors must report these changes to assistor.admin@health.ny.gov.

Tell us what you think!

We hope this 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 NYSOOutreach@health.ny.gov.