A Note of Appreciation to all our NY State of Health Assistors

Amid the ongoing COVID-19 pandemic, NY State of Health has launched initiatives to ensure New Yorkers access to affordable, quality health insurance. With the recent closure of businesses across the state, many New Yorkers are at risk of losing their health insurance coverage and you have been hard at work helping to enroll these New Yorkers in marketplace coverage. Thank you for your hard work. We know we can count on you to help consumers find the right plan and enroll.

NY State of Health is Dedicated to Providing New Yorkers Support and Access to Coverage During COVID-19 pandemic

Due to the COVID-19 pandemic, the Special Enrollment Period has been extended through June 15, 2020. All NY State of Health programs are currently open for enrollment.

New resources have been added to our website, including a Frequently Asked Questions (FAQ) on the Grace Period and Special Enrollment Period during COVID-19, available here.

• Take a look at our latest fact sheets created to help consumers understand and navigate the enrollment process during the COVID-19 pandemic.
• NY State of Health Insurance Options During the Coronavirus (COVID-19) Pandemic provides information on all coverage options available through NYSIDT and guidance for different types of consumers on how to apply.

NY State of Health COVID-19 information and updates can be found here. NY State Department of Health COVID-19 information and guidance can be found here.

NY State of Health Awareness Campaign Targets

NY State of Health is here to help. Keeping consumers connected and informed through our resources and social media platforms helps them get the information they need to enroll. Thank you for sharing!

NY State of Health is Dedicated to Providing New Yorkers Support and Access to Coverage During COVID-19 pandemic

With the recent closure of businesses across the state due to the COVID-19 pandemic, many New Yorkers have experienced employment changes and are at risk of losing their health insurance coverage. NY State of Health has launched a marketing awareness campaign to help these New Yorkers get covered. Individuals experiencing the highest impact include restaurant and food services, arts, entertainment and recreation, hospitality and tourism, retail, transportation including rideshare services, childcare, barber shops/salons, and salons, and home health care.

Many individuals impacted may be new to NY State of Health and are likely to be eligible for coverage with financial assistance. Consumers should be rem Emersoned to update their applications as circumstances change, and they may be eligible to receive subsidized coverage.

Access to Coverage During COVID-19 pandemic

NY State of Health has launched a marketing awareness campaign to help New Yorkers get covered. Industries who may have lost health coverage during this pandemic, by getting information out to school leaders to then share with families within their districts. In addition, food pantries are distributing NY State of Health rack cards through mobile food pantries, pickups, deliveries, and drive-thru events across the state.

Partner Outreach is Key While In-Person Events Are On Pause

NY State of Health is in-person outreach events temporarily on pause, the Marketplace has focused on existing partners who could help spread the word about coverage options. This includes using public service announcements about NY State of Health coverage options in 88 grocery stores and in over 400 CVS pharmacies across the state.

New York is coordinating closely with more than 190 colleges statewide to distribute a toolkit to Health Directors to share with students who are studying remotely. In addition, the Marketplace connected with a longstanding partner, Grow NYC, to get educational materials out to dozens of farmers markets to share with their customers.

NY State of Health and the New York State Education Department are also working together to reach families who may have lost health coverage during this pandemic, by getting information out to school leaders to then share with families within their districts. In addition, food pantries are distributing NY State of Health rack cards through mobile food pantries, pickups, deliveries, and drive-thru events across the state.

NY State of Health Issues Invitation For 2021 Plan Participation

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