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

Amid the ongoing COVID-19 pandemic, NY State of Health has remained committed to ensuring all 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.

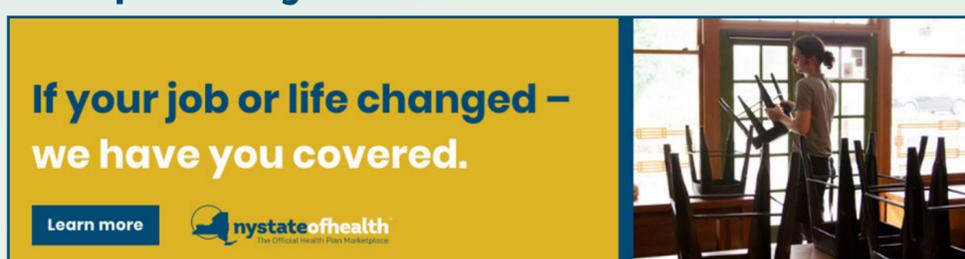
New resources have been added to our website, including a Frequently Asked Questions (FAQ) on the Grace Period and Special Enrollment Period during COVID-19, available [here](#).

- 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 Emergency Fast Facts](#) provides information on all coverage options available through NYSOH and guidance for different types of consumers on how to apply.
- [NY State of Health Insurance Changes During the Coronavirus Emergency FAQs](#) offers consumers details on how to enroll in a health plan during this time and how coverage may be impacted by COVID-19 changes in regulations.

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 Consumers Experiencing Job Loss



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. Industries experiencing the highest impact include restaurant and food services, arts, entertainment and recreation, hospitality and tourism, retail, transportation including rideshare services, childcare, barber shops/hair salons/nail 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 reminded to update their applications as circumstances change, and they may be eligible to receive subsidized coverage.

Advertising is running statewide on television, radio and digital platforms in English, Spanish, and Mandarin and directs consumers to visit our [website](#), call customer service or seek assistor help. You can view a few of the video ads [here](#).

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

With NY State of Health 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 airing 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

NY State of Health issued its invitation to insurers to participate to the 2021 plan year. Proposals to participate in the Qualified Health Plan (Individual and/or Small Business Marketplace), Essential Plan and Stand-Alone Dental markets are due from insurers on May 29, 2020 and NY State of Health certification for plans is September 25, 2020, in time for Open Enrollment 2021. The invitation and related documents can be found [here](#).

Community Connections Lead to Coverage

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!

- Follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and ["Healthy Connections" Facebook Group](#).
- Use the [NYS Provider and Health Plan Look-Up](#), [Hospital Participation Tool](#) and [Cost Estimator tool](#) when selecting a plan.
- Order educational materials [here](#).

Assistor Certification Trainings

Assistor Certification Trainings are for individuals currently employed by NY State of Health assistor agencies. There is no in-person training available at this time, but you may still complete on-line assistor training [here](#). The password for accessing the course is NYSOH2016.

If your agency is not already an assistor agency, you may contact the New York State Department of Health at assistor.admin@health.ny.gov.

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.