



In this issue:

- ARPA
- New Ad Campaign
- Public Events
- Essential Plan Expanded Benefits
- Open Enrollment Report
- Health Plan Invitation
- Assistor Trainings

Health Care Just Got More Affordable!

Thanks to the American Rescue Plan Act (ARPA), there is no better time to get affordable health coverage through NY State of Health! New financial help is available to both current and new enrollees to help lower their monthly health insurance premium costs. And, the Open Enrollment Period has been extended through December 31, 2021 to allow individuals enough time to access these enhanced tax credits and enroll in 2021 coverage.

We know you're hard at work helping consumers lower their health care costs through expanded tax credits. These new marketing materials are available to help you spread the news:

- **ARPA Web Page:** A web page has been created to fully explain ARPA and how current and new NY State of Health enrollees benefit from it. This web page is also available in **Spanish**.
- **ARPA Fact Sheet:** A fact sheet has been developed to educate consumers about the new financial assistance available through ARPA and provide instructions on what they need to do to receive it. This fact sheet is also available in other languages in the Outreach Toolkit by clicking on **fact sheets**.
- **Outreach Tool Kit:** This tool kit for assistors and partners contains several outreach resources to promote NY State of Health and available financial assistance. Resources specific to ARPA include email messages, social media posts to share, and social media training.
- **Inserts/Flyers:** A flyer, similar to a smaller rack card specific to ARPA, will be available to distribute at places like food pantries, parks, and libraries. Inserts are available in English, double-sided in English and Spanish, and double-sided in English and Chinese. All inserts are available in the **Outreach Tool Kit**. Printed versions will be available soon.



- **Posters:** Small, medium, and large posters promoting the availability of enhanced tax credits through the ARPA are now available online and in the **Outreach Tool Kit**. Printed copies will be available for order soon.
- **ARPA Training Webinar:** A special training webinar is available to inform assistors about the ins and outs of the ARPA federal law change.

Additional details regarding the expanded tax credit program and how it benefits consumers can be found [here](#).

BIG NEWS!

NY State of Health Ad Campaign Promotes Expanded Financial Assistance

NY State of Health has launched a new advertising campaign to encourage New Yorkers to come to the Marketplace to find out what financial assistance they may now be eligible for through the American Rescue Plan Act. Ads are currently running on the following digital platforms: search, social and display. Video ads are also running on streaming platforms and television and radio ads will begin in July. All ads are available in English, Spanish and Mandarin. The video ads can be viewed [here](#).



Get Ready! Public Events are Starting Up

New York State is re-opening as more people are being vaccinated. When you are ready to staff events, please be sure to check the current [New York State guidelines](#).

NEW! Essential Plan Offers Even Better Benefits!

The Essential Plan keeps getting better! Effective June 1, the Essential Plan has a \$0 monthly premium, has no deductible, and includes dental and vision benefits at no added cost. The Essential Plan still has the same essential health benefits as other health plans. Anyone who applies now will be eligible for this new coverage as soon as their enrollment begins. NY State of Health has notified current Essential Plan enrollees of these changes and that no action is needed by consumers. Check out our newly updated Essential Plan consumer materials [here](#) and [here](#). Please help us share the news of these cost-saving changes in your communities!



NY State of Health Open Enrollment Report Gets a Makeover!

The 2020 Open Enrollment Report is complete and has been posted to the NY State of Health website. The report has a fresh new look and feel with information presented in a shorter format to help readers easily capture content quickly and succinctly. Access the report [here](#).

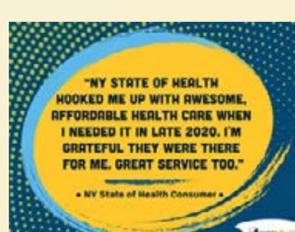
2022 Health Plan Invitation is Out

NY State of Health issued its invitation to insurers to participate for the 2022 plan year on May 4, 2021. Find the invitation and related documents [here](#).

Help Consumers learn about Health Coverage Through Social Media!

You are appreciated! Thank you for spreading the message of affordable health coverage to New Yorkers, especially through social media. Keep following NY State of Health, liking our posts, and sharing the exciting news about the availability of the **ARPA** enhanced tax credits to lower the cost of health coverage. Share these ARPA **social media posts** today!

- <https://facebook.com/NYStateofHealth>
- <https://twitter.com/NYStateofHealth>
- <https://www.linkedin.com/NYStateofHealth>
- <https://www.pinterest.com/NYStateofHealth/>
- <https://www.youtube.com/NYStateofHealth>
- [NY State of Health Healthy Connections Facebook Group](#)



Order materials at NYSOOrders@health.ny.gov

2021 Assistor Recertification Training Webinars

All Assistors and Assistor Oversight Managers who are registered or completed the in-person or online Assistor Certification training by 10/31/2021 will be required to view the 2021 recertification webinars. Session 1, "The American Rescue Plan Act of 2021 and Changes to New York State's Essential Plan" was held on May 28, 2021. Assistors who were not able to join the live webinar can watch the video and access the slides and resources [here](#). Assistors will be notified by email regarding future webinars.

Tell us what you think!

This newsletter is for you, so please let us know what you'd like it to include. Write to NYSOOutreach@health.ny.gov with ideas for articles or suggestions for your fellow assistors regarding strategies you've found that work well in your community.