



SPECIAL EDITION

New, Increased Financial Assistance Now Available Through American Rescue Plan Reduces the Cost of Health Coverage for New Yorkers

NY State of Health remains committed to helping New Yorkers get affordable health coverage, and now through the new American Rescue Plan and extended Open Enrollment Period through December 2021, our assistors are more important than ever in helping current and new consumers access this financial help and enroll in a health plan.

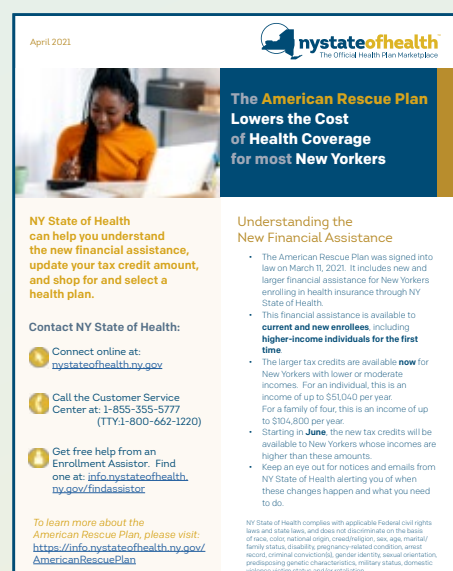
More than 140,000 consumers who are already enrolled in coverage will receive increased tax credits, further lowering their health care costs. In addition, in June 2021, NY State of Health will for the first time expand tax credits to tens of thousands of additional New Yorkers with higher incomes who, before the American Rescue Plan, did not qualify for tax credits to lower the cost of premiums. NY State of Health will provide information about the tax credits available to higher-income tax individuals in the coming weeks.

Further details regarding the American Rescue Plan expanded tax credits and how it benefits enrollees can be found [here](#).

Spread the Word That Health Care Just Got More Affordable

Consumers are encouraged to contact NY State of Health to see what additional financial help they qualify for. We are working to reach consumers statewide through the following efforts:

- Direct-to-Consumer Email Campaign are being sent email notifications to current enrollees and consumers who started an application inviting them to come back to the Marketplace to update their tax credit information to claim the higher tax credits.
- NYSOH has developed a new webpage highlighting the details for the American Rescue Plan.
- A Consumer Fact Sheet has been developed to educate consumers about the American Rescue Plan and how it lowers the cost of coverage for most New Yorkers, this fact sheet will be available in multiple languages.
- Online toolkit: Focused on the American Rescue Plan, this toolkit has been developed to provide you with additional valuable resources to help your community. This new toolkit includes:
 - Social media posts: Easily incorporate into your existing social media platforms. Images are included.
 - A new Fact Sheet: A fact sheet that answers frequently asked questions about the American Rescue Plan and what it means for New Yorkers.
 - An Instructional Video: A (2-minute) video that explains how to update Advance Premium Tax Credit.



Assistor Agency Reports

DOH will be sending reports to Assistor Agencies with information on their clients' accounts which are now eligible for additional tax credits so that the Assistor can help the consumer update their account and apply the additional tax credits in order to take advantage of lower premiums.

NY State of Health Launches NEW Ad Campaign Educating New Yorkers About New, Increased Financial Assistance Now Available, Encourages New Yorkers to Enroll Now

NY State of Health launched a new advertising campaign on April 1 to alert consumers to the new and increased tax credits now available to lower the cost of their coverage in 2021. Consumers are encouraged to shop for a plan and enroll today and to seek the help of a NY State of Health Assistor to find out about the increased financial assistance they are eligible for. Digital ads are running on search, display, social and streaming video platforms and are available in English, Spanish and Chinese.



COMING SOON! ASSISTOR TRAINING WEBINAR ON AMERICAN RESCUE PLAN TAX CREDIT PROGRAM

Date: April 28, 2021

Time: 10:00 a.m.- 11:30 p.m.

Registration Information: Coming Soon

Be Social and Share the News on the New Tax Credits Now Available

Don't forget to "Like" NY State of Health and share our social media posts about how increased tax credits are now available to lower the cost of health coverage for most New Yorkers! In addition, feel free to incorporate these already developed social media posts into your existing social media platforms.

- [Facebook.com/NYStateofHealth](https://www.facebook.com/NYStateofHealth)
- [Twitter.com/NYStateofHealth](https://twitter.com/NYStateofHealth)
- [LinkedIn.com/company/NYStateofHealth](https://www.linkedin.com/company/NYStateofHealth)
- [Pinterest.com/NYStateofHealth](https://www.pinterest.com/NYStateofHealth)
- [YouTube.com/NYStateofHealth](https://www.youtube.com/NYStateofHealth)
- [NY State of Health Healthy Connections Facebook Group](#)

Tell us what you think!

We hope the Outreach Tool Kit is helpful to you, especially as we all navigate the upcoming months relying on more online and partner-driven outreach activities than ever before. If you have any questions or ideas for additional outreach content, please email us at NYSOHOutreach@health.ny.gov.