nystateofhealth™
The Official Health Plan Marketplace

Assistor Newsletter Volume 23 December 2020

In this issue:

IMPORTANT DATES | 2021 AD CAMPAIGN | GET COVERED DAY | VIRTUAL STAFFING NEEDED | NEW FACT SHEETS AVAILABLE | SBM MILESTONE | REMINDERS | ASSISTOR TRAININGS

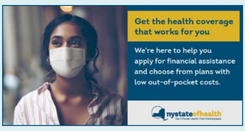
Open Enrollment - There is Still Time to Get New Yorkers Enrolled in Coverage That Starts January 1, 2021

There is still time to get consumers enrolled for coverage starting January 1, 2021. Enrollment is available through December 31, 2020 for January 1 coverage for those who qualify. Please remind consumers of these important enrollment deadlines so they can get the coverage they need and continue into 2021 without worrying about a break in health insurance.

Back to Top

NY State of Health is Here to Help: 2021 Ad Campaign is Underway

Our 2021 statewide advertising campaign, launched in early November, reminds consumers that NY State of Health is "Here to Help". This campaign message is a continuation of messaging used during the COVID-19 pandemic to promote NY State of Health as a safety net for New Yorkers who may have lost job-based coverage. Ads are running statewide across all digital media platforms: search, social and display as well as TV/radio and downstate ethnic print publications. The goal of the campaign is two-fold: reach those who remain uninsured and encourage and remind those who did enroll in 2020 to renew their coverage for 2021, if required. Many of the ads include enrollment deadline reminders and all are available in English, Spanish and Mandarin. Find NY State of Health video ads here.



Back to Top

December 10, 2020 Proclaimed "Get Covered Day" in NYS

Governor Andrew M. Cuomo proclaimed December 10, 2020 as the first ever "Get Covered Day" in New York State, emphasizing the State's commitment to ensuring access to health care coverage for all New Yorkers, so they can be healthy and protect themselves and their families during the COVID-19 public health emergency. Governor Cuomo issued a proclamation in honor of the designation, as New York joins 15 other states, in addition to broad range of national and local organizations, states, health plans, health advocates and others, in recognizing "Get Covered Day". Read more about "Get Covered Day" here.

Back to Top

Wanted: Virtual Staffing Assistance

NY State of Health is maximizing available outreach opportunities to share information with partners and consumers so everyone can get the health care coverage they need. Keep your eyes open for a chance to staff upcoming virtual events including job fairs, community forums, webinar presentations and conferences. Future NY State of Health events include virtual webinars in January for World Journal and New Tang Dynasty to reach the Asian community, downstate. We are also partnering with the Spanish Broadcasting System Univision Telemundo Spanish and El Diario, the largest Spanish daily newspaper in New York City, to reach the downstate Hispanic community.

On December 2-4, 2020 attendees of the Minority and Women Business Owned Enterprises (MWBE) virtual forum visited the NY State of Health exhibit by clicking on booth display icons to "chat" with NY State of Health representatives and learn more about the Marketplace.

Back to Top

Medicaid Consumer Fact Sheets

Two new Medicaid consumer fact sheets have been added to the DOH Office of Health Insurance site to provide information on chronic health conditions and prevention. One fact sheet focuses on asthma control and the other on understanding and preventing HIV. All fact sheets are available in English, Spanish, Traditional Chinese, Russian, Haitian Creole, Bengali and Korean. Go here for more information. All fact sheets are posted in the assistor toolkit.

Back to Top

Small Business Marketplace Reaches 15,000 Employer Groups

As of December 2020, the total number of SHOP-certified small businesses now exceeds 15,000.

It's now easier for New York's small businesses to access the Federal Small Business Health Care Tax Credit.

Reminder: receiving an eligibility determination from New York's SBM and enrolling in SBM-certified plans directly through an insurer or broker is the only way for qualified New York small businesses to claim the Federal Small Business Health Care Tax Credit.

Access more information on how employers qualify for and claim the tax credit here.

Federal Small Business Healthcare Tax Credit SBM brochure is available here.

Back to Top

Reminders

Helpful NY State of Health Resources
Remember to refer to our Outreach Toolkit to access a wide variety of information to help educate partners and consumers.

Stop the spread and help consumers get covered! Access NY State of Health COVID-19 information here and here.

Please keep sharing this COVID Alert NY App Information with your partners and consumers.

Reach out to us at NYSOHOutreach@health.ny.gov with any comments or questions.

Social Media Highlights Your Good Work
Did you know that helping consumers get covered has a positive impact that goes well beyond your personal interaction with them? Our social followers often like and share posts that praise NY State of Health and the wonderful assistor help they got when they enrolled. Keep up the good work and continue to like, share, follow and join NYSOH social channels!

- Facebook.com/NYStateofHealth
- Twitter.com/NYStateofHealth
- LinkedIn.com/NYStateofHealth
- Pinterest.com/NYStateofHealth
- Youtube.com/NYStateofHealth
- NY State of Health Healthy Connections Facebook Group
- Order materials at NYSOHorders@health.ny.gov

Back to Top

Assistor Certification Training Updates

Assistor Certification Training sessions 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 Online Assistor Training at www.nytrainingservices.com/healthassistors. Individuals will find the Access Request Form for assistors on this website and should follow the instructions on the form to submit it and register for the course.

If your agency is not already an assistor agency but is interested in becoming one, you may contact the New York State Department of Health at Eligibility.Training.Support@health.ny.gov.

Assistor Recertification Training Webinars

The following pre-recorded recertification training webinars are available for the following:

- Session 1: *Privacy and Security*
- Session 2: *Immigration*
- Session 3: *Open Enrollment and Renewals, Pilot Program for Private Pay Home Care Services and NY State of Health Race and Ethnicity*
- Session 4: *2021 QHP and EP Line-Up*

These webinars can be accessed here.

Back to Top

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.

Be sure to follow us: