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NY State of Health Serves as Safety Net During COVID-19 Emergency

Thank you for all of your efforts in helping so many New Yorkers gain access to affordable, quality health insurance since the start of the COVID-19 pandemic.

Since Governor Cuomo declared a State of Emergency due to COVID-19 on March 7, 2020, NYSOH has seen a surge in enrollment, particularly in subsidized programs. Through the end of May 2020, unemployment in New York grew by nearly 2 million, which translated to more than 230,000 new enrollees since February.

New York opened a Special Enrollment Period for exceptional circumstances from March 16 to September 15, 2020 to give uninsured New Yorkers the opportunity to enroll in a QHP needing coverage during the COVID-19 public health emergency.

With the recent closure of businesses across the state, many New Yorkers have been, and continue to be, at risk of losing their health insurance coverage as a result of COVID-19. NY State of Health launched an awareness campaign to reach New Yorkers whose job-based health insurance is in jeopardy, to promote NYSOH as a safety net and a source to find and enroll in affordable, comprehensive coverage. The campaign encouraged New Yorkers to visit the NY State of Health website or work with an enrollment assistor. Ads ran statewide on television, digital and radio in English, Spanish, and Mandarin.

[Click here](#) to view the ad.

Get Ready! Open Enrollment For 2021 Begins Soon

Open Enrollment for Qualified Health Plans starts November 1, 2020 and ends on January 31, 2021. Renewals begin November 16, 2020. Once again, New York is giving consumers more time to make important health coverage decisions by extending the Qualified Health Plan enrollment deadline well beyond the federal marketplace Open Enrollment Period cutoff of December 15, 2020.

Further updates regarding Open Enrollment will be provided as soon as details are finalized.

Thank you for everything you do to get New Yorkers covered and helping to make our 8th Open Enrollment Period a success!

Outreach Tactics Shift as Social Distancing Remains

Reaching consumers is more challenging than ever due to the COVID-19 pandemic and limited face-to-face assistance. So, we are finding new ways to educate New Yorkers about quality, affordable health insurance through the Marketplace including using more virtual formats and digital tools.

Recent outreach highlights with NY State of Health partners include:

- NYS Department of Labor: Emails and text messages are being sent to unemployment insurance benefit recipients.
- Public Libraries: NY State of Health information is posted on public library websites and included in patron news blasts.
- NY State Restaurant Association: NY State of Health information was posted on the website resource page and an email was sent to 6,000 members.
- NYS Department of State Parks and Recreation: NY State of Health rack cards were distributed to families at camps across the state.
- LYFT rideshare company: A NY State of Health message was sent out to employees who may need coverage.
- Virtual Job Fairs: NY State of Health is participating in virtual job fairs where job seekers can access information on how to enroll while exploring available job opportunities.

As always, we encourage and welcome your ideas on how to reach consumers.

NY State of Health Issues an Invitation to Participate in its Pilot Program for Private Pay Home Care Service

On July 23, 2020, the Department of Health issued an invitation to New York State Licensed Home Care Services Agencies (LHCSAs) to participate in the “NY State of Health Private Pay Home Care Services Program Pilot” in the counties of Nassau, Suffolk, and Westchester in 2021. This home care program will allow individuals to more easily connect to private pay personal care services from NYS Department of Health Licensed Home Care Service Agencies (LHCSAs).

For more information, [click here](#).

Reminders

Updated Information and Materials

NY State of Health is committed to helping consumers get the coverage and care they need during the coronavirus emergency. Please share these tools and resources with consumers.

- **Coronavirus Emergency Information** - [Coronavirus information](#)
- **At A Glance cards** - Materials have been updated to reflect the new eligibility rates for 2021. See the latest At A Glance cards [here](#).
- **Material Requests** - Many materials and promotional items have been restocked. Submit all orders to NYSOHorders@health.ny.gov.

Enrollment Tools

- [NYS Provider and Health Plan Look-Up Tool](#)
- [Dental Plan Comparison Tool](#)
- [Hospital Participation Tool](#)
- [Estimate Financial Help Tool](#)

- **Video Resources** - [NYS Provider and Health Plan Look-Up Tool Tutorial](#)

The Collaboration of Social Media and Social Distancing

Social media is a great way to keep our consumers in the know when face-to-face meetings are not possible. Keep sharing!

- Follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and “[Healthy Connections](#)” [Facebook Group](#).

Assistor Certification Trainings

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

Immigration 2020 - August 26, 2020, 10-11:30am

Open Enrollment and Renewals, Pilot Program for Private Pay Home Care Services, and NY State of Health Race and Ethnicity Questions – September 30, 2020, 10-11:30am

2021 QHP and EP Line-Up – October 28, 2020, 10-11:30am

A pre-recorded recertification training webinar on Privacy and Security is [available here](#).

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.