nystateofhealth
The Official Health Plan Marketplace

Assistor Newsletter Volume 22 October 2020

In this issue:

OPEN ENROLLMENT 2021 | MORE COVERAGE OPPORTUNITIES | 2021 PLAN OPTIONS | NEW ROLE FOR AOM | MEDICAID FACT SHEETS | OUTREACH TOOL KIT | REMINDERS | ASSISTOR TRAININGS

Get Ready for Open Enrollment 2021

Open enrollment for coverage in a 2021 Qualified Health Plans starts November 1 for new consumers and November 16 for returning consumers. NY State of Health enrolled more than 5.5 million, or over one in four, New Yorkers in comprehensive health coverage across Marketplace programs in 2020.

We're excited to work together with you to get more New Yorkers enrolled in coverage through the Marketplace in 2021.

Reminder email messages will go out to consumers before and during the enrollment period to encourage consumers to get ready to enroll and pick a plan.

Back to Top

We're Here for You! Extended Special Enrollment Period Overlaps with 2021 Open Enrollment Period to Offer More Coverage Opportunities

During these challenging times, NY State of Health, remains committed to ensuring access to affordable, quality health insurance for all New Yorkers, so they can get the care they need.

Pursuant to the new federal law, Families First Coronavirus Response Act, that went into effect on Wednesday, March 18, 2020, all Medicaid coverage in effect on the date the law was enacted will continue during the COVID-19 emergency. Additionally, all Medicaid, Child Health Plus and Essential Plan cases that are due for recertification during the COVID-19 emergency period will be automatically extended for a twelve-month period.

The extended 2020 Special Enrollment Period will coincide with the 2021 Open Enrollment Period. Eligible New Yorkers can enroll in a Qualified Health Plan for November and/or December 2020 and continue enrollment in the same plan for 2021 without a gap in coverage. Consumers will be instructed to call Customer Service for this SEP.

Individuals who enroll in Qualified Health Plans through NY State of Health or directly through insurers before December 16 will have coverage start dates as shown in the table below. Importantly, consumers will have the option to continue their enrollment in the same plan in 2021 without a break in coverage.

When Enrollment under this SEP is Completed	Coverage Begins
By October 15, 2020	Choice of coverage start date: • October 1, OR • November 1, 2020
Between October 16 and November 15, 2020	Choice of coverage start date: • November 1, OR • December 1, 2020
Between November 16 and December 15, 2020	Choice of coverage start date: • December 1, OR • January 1, 2020
Between December 16 and December 31, 2020	January 1, 2021

Additional information on NY State of Health insurance options during the Coronavirus emergency can be found here and here.

Back to Top

2021 Plan Options Now Available for Viewing

NY State of Health will continue to provide affordable, high-quality health plan options for New Yorkers in every corner of the state in 2021.

2021 Health Plan Participation includes:

- 12 insurers will offer Qualified Health Plans (QHP)
- 13 insurers will offer the Essential Plan
- 10 insurers will offer Small Business Marketplace (SBM) plans
- 8 insurers will offer stand-alone dental plans on the individual Marketplace

Learn more about health plan options here.

Back to Top

Attention Assistor Agency Primary Contacts: New Role Added for Assistor Oversight Managers (AOM)

We are excited to introduce a new role within NY State of Health called the Assistor Oversight Manager (AOM). The individual in this supervisory position will have responsibilities that include reviewing the enrollment activities of their assigned assistors, checking consumer accounts that are managed by their assistors and generating assistor reports and work logs. This role will be helpful in managing the agency's workload, monitoring assistor activities and troubleshooting enrollment issues for assistors.

Assistors may already notice a new section added to their profile that lists an assigned Assistor Oversight Manager. This new section will remain blank until we start filling the new role.

The primary contact at your agency will soon be contacted to designate a Primary Assistor Oversight Manager and Secondary Oversight Manager(s). We will send specific instructions, forms and additional requirements shortly. Training for this new role will be provided through a recorded webinar.

We look forward to your anticipated cooperation with this initiative. If you have any questions, please contact our office at assistor.admin@health.ny.gov.

Back to Top

Medicaid Consumer Fact Sheets Now Available

The DOH Office of Health Insurance Programs has created new Medicaid consumer fact sheets focused on chronic health conditions. Each fact sheet provides information regarding how a condition can be prevented and managed, as well as relevant Medicaid benefits that can be used to help enrollees stay healthy. Fact sheets are currently available on the topics of diabetes and high blood pressure in the following languages: English, Spanish, Traditional Chinese, Russian, Haitian Creole, Bengali and Korean. Fact sheets on additional health topics will be produced in the coming weeks and posted in the same place. A link to these fact sheets has been added to the Assistor Tool Kit in the Resources for Consumers section to provide you with quick access as you discuss health plan options and enrollment with consumers.

Back to Top

Outreach Tool Kit: New Resources Added

As a reminder, the Outreach Tool Kit is live. Two additional resources have recently been added to the toolkit and are intended to assist you with your social media strategies. The following tips for social media have been added:

Recommended Times to Post: Knowing the best time to post content on each social media platform can help you increase post visibility and garner higher engagement.

Helpful Tools & Resources: Social media management tools can help you save time, stay organized and optimize efficiency. You can schedule and publish social media content, respond to messages and analyze the success of their posts through real-time reporting, all in one convenient place.

We hope the Outreach Tool Kit continues to be helpful to you as you and the partners you work with share key information New Yorkers need to know about enrolling through the Marketplace.

If you have any questions or ideas for outreach content, please email us at NYSOHOutreach@health.ny.gov.

Back to Top

Reminders

Get Your NY State of Health Resources All in One Place
Easy access to important NY State of Health information is just a click away! Go to the NY State of Health website to get the Assistor Toolkit, complete with many digital educational and promotional resources to share with consumers and partners. Resources include tools that can help compare plans and estimate financial assistance eligibility, find preferred providers, locate enrollment assistance and stay updated on the latest on Coronavirus Emergency. New social media tips and best practices to give guidance to assistors when sharing NY State of Health posts.

Help Stop the Spread of COVID 19 by Sharing the New COVID Alert NY App
New York State Department of Health's new COVID Alert NY app is gaining traction with more New Yorkers every day. Please keep sharing this COVID Alert NY app information with your partners and consumers. Together we can help stop the spread of this virus.

Be Social and Share Resources
Using digital formats is an easy way to keep connections while social distancing. Share NY State of Health information to help more people get and stay covered.

- Facebook.com/NYStateofHealth
- Twitter.com/NYStateofHealth
- LinkedIn.com/NYStateofHealth
- Pinterest.com/NYStateofHealth
- Youtube.com/NYStateofHealth

- 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 EligibilityTraining.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: