



**In this issue:**

**The Deadline for 2021 Coverage Has Been Extended**

There is still time for consumers to enroll in 2021 health coverage. Governor Cuomo recently [announced](#) that the Open Enrollment Period for enrollment in a Qualified Health Plan has been extended through May 15, 2021, aligning with states across the country. With this extension, New York joins the [federal Marketplace](#) and other state-based Marketplaces in giving consumers even more time to enroll for 2021, as the battle against COVID-19 continues and the vaccination program continues to roll out. Enrollment remains open for all NY State of Health programs, which is especially important during the ongoing public health emergency.

- Coverage deadlines and start dates are:
- Enroll by March 15: Coverage starts April 1
  - Enroll by April 15: Coverage starts May 1
  - Enroll by May 15: Coverage starts June 1

Additional information on NY State of Health insurance options during the COVID-19 emergency can be found [here](#) and [here](#).

**NY State of Health Advertising Campaign Continues to Reach New Yorkers Statewide**

With the extension of the Open Enrollment Period, NY State of Health continues to remind New Yorkers that NY State of Health is here to help them get covered during the COVID-19 public health crisis, no matter what their situation is. Messages include reminders that most Marketplace enrollees are eligible for financial assistance to lower their costs and enrollment assistance is available to help them complete the process.



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. Ads are running statewide across all digital media platforms: search, social and display as well as TV/radio and in downstate ethnic print publications. Find NY State of Health video ads [here](#).

**NY State of Health Reaches Chinese and Hispanic Communities Through Online Presentations and Messaging**

As a part of our continued efforts to reach New Yorkers in their preferred languages, NY State of Health has worked with various media partners to reach Hispanic and Chinese audiences. Several dedicated NY State of Health navigators helped to make these efforts a success.



Aileen Pan, Director of Health Insurance Programs for Mothers & Babies Perinatal Network, presents in live webinar on World Journal

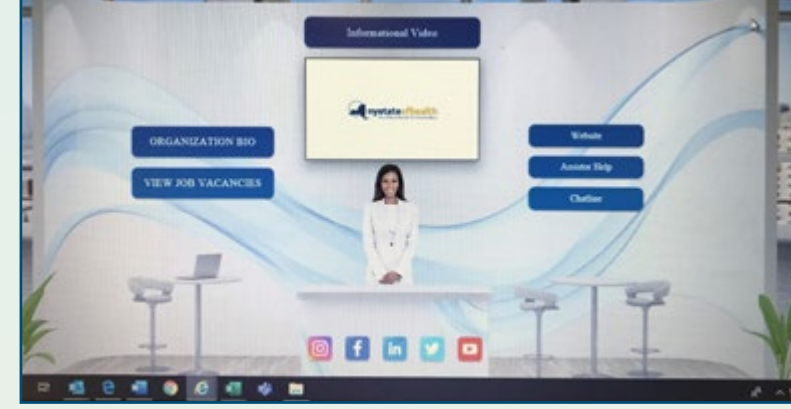
Two bilingual Spanish speaking navigators participated in integrated news segments (interview segments), with Telemundo and Univision to share important information with Hispanic audiences about Open Enrollment, important deadlines, and the availability of free personalized assistance over the phone. Segments aired in December and January and earlier this month. In addition, our Hispanic partnerships included articles in El Diario and live reads on SBS (Spanish Broadcast System).



Luis Morales, Navigator at Coordinated Care Services, Inc. interviewed in live integrated news segment on Telemundo's Acceso Total

To help engage the Chinese community, two bilingual Mandarin speaking navigators presented in livestreamed virtual webinars with World Journal and New Tang Dynasty, on January 9. These events were well received, with many participants tuned in and engaged in live question and answer sessions. The content continues to be accessible because recordings of these events were posted to their websites and through their social media channels.

**Virtual Events Broaden NY State of Health Outreach**



Job seekers visited the NY State of Health virtual booth at the February 23, 2021 NYC Catalyst Virtual Job Fair to chat with assistors and learn how to get covered.

Thank you to all who have helped staff NY State of Health virtual events over the last few months. NY State of Health works with its partners to share information to educate and encourage enrollment through online conferences, webinar presentations and other events including virtual job and health fairs. Virtual events are a good alternative to in-person events during the pandemic and allow us to connect consumers to coverage. Virtual events can save attendees time, offer new networking opportunities, provide good leads, success metrics and branding exposure. Sign up for upcoming virtual events in your community and remember to complete the [brief online survey](#) when the event ends to help us determine its success.

**Tax Time Tips and 1095 Changes**

It's tax time and here's what NY State of Health consumers need to know when filing. This year, Form 1095-B will NOT be automatically mailed. Consumers can request a copy of their [1095-B Form](#) showing their Medicaid, Child Health Plus, or Essential Plan coverage in 2020 by calling [1-800-541-2831](#).

Consumers who were enrolled in a QHP in 2020 and received financial help paying for their plan will receive an IRS Form 1095-A from NY State of Health to file with their 2020 federal tax returns. Please direct consumers to the following resources for assistance: [Understanding Your 1095-A video](#) or to NY State of Health at [1-866-766-7860](#).

A training webinar for Assistors titled, [Tax Credits, Form 1095-A and Form 1095-B and FAQs about Form 1095-A and Form 1095-B](#) have been posted to the NY State of Health Website.

**2021 Updates - Dental Plan Comparison Tool**

NY State of Health's [Dental Plan Comparison Tool](#) has been updated in 2021 so that dental plan comparison is even more comprehensive and manageable for assistors and consumers.

An updated [demonstration](#) of this tool has been posted to the NY State of Health website. Those who are familiar with the tool can jump ahead to section two (2) using time markers provided to see the new 2021 consolidated updates.

**Reminders**

**Many Plans Offer Free or Low-cost Sick Visits**

Now is a good time to remind consumers about their plan benefits. All NY State of Health plans provide free preventive benefits for annual checkups and screenings, and many low-cost plans also offer free or low-cost sick visits. Consumers enrolled in Standard Bronze plans have three free "sick visits" without any co-pay or deductible. This includes visits to primary care providers specializing in family medicine, internal medicine, pediatric medicine, obstetrics, gynecology, or outpatient mental health or behavioral health or substance use services. Additionally, some services, like laboratory tests, may be performed during a sick visit and may have cost-sharing or fall under your deductible. This information is found in our [Benefits Before Deductible Fact Sheet](#). If you would like to get and share copies of this with consumers, please send your request to [NYSOOrders@health.ny.gov](mailto:NYSOOrders@health.ny.gov).

**Outreach Resources Made for You**

While in-person public events are on pause and social distancing in place, we know you need to rely on other outreach methods. We developed the NY State of Health [outreach toolkit](#) to help you find creative ways to connect with consumers and share important information including our [2021 Open Enrollment Social Media Resources](#).

**Medicaid Consumer Fact Sheets 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, asthma control, and HIV-PrEP (Human Immunodeficiency Virus - Pre-Exposure Prophylaxis).

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.

**Your Input Matters**

Decisions are made based on your feedback! When NY State of Health engages in outreach opportunities, your responses regarding an event you staffed are often the only measure of success there is. Please remember to complete the [brief online events survey](#) immediately after every event so we can determine if we should participate in it again. Thank you.

**Being Social Has its Benefits**

Sharing NY State of Health information on social media helps people access enrollment help and get the coverage they need to stay healthy. Satisfied consumers sometimes share their positive experience with assistors who helped them navigate the application process and find the right plan. As this consumer says in this post, "keep up the good work" and continue to like, share, and follow NY State of Health.

- [Facebook.com/NYStateofHealth](https://www.facebook.com/NYStateofHealth)
- [Twitter.com/NYStateofHealth](https://twitter.com/NYStateofHealth)
- [LinkedIn.com/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](#)
- Order materials at [NYSOOrders@health.ny.gov](mailto:NYSOOrders@health.ny.gov)



**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](http://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 you need assistance registering for the Assistor Certification Training, please contact the New York State Department of Health at [Eligibility.Training.Support@health.ny.gov](mailto: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 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](#).

**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](mailto: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.