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**Thank YOU for a Successful 2022!**



**Wishing you a very Happy Holiday and joyous New Year!**



**Happy Holidays to You and Your Families!**

The staff at NY State of Health are filled with gratitude for all that you do, working day in and day out to help New Yorkers get quality, affordable health coverage. Thanks to your diligent efforts, more than 6.8 million, or one in three New Yorkers, are enrolled through NY State of Health! Best wishes for a very happy holiday season and a prosperous and peaceful New Year!

**Public Health Emergency Extension**

Since last month the federal government did not give states 60 days' notice that they would end the public health emergency (PHE), we expect it will be extended again past its current end date of January 2023. This means that the 2023 Open Enrollment Period (OEP) for Qualified Health Plans will remain open past January 31, 2023 and continue through the duration of the federal PHE. Additionally, New Yorkers who are enrolled in the Essential Plan, Child Health Plus and Medicaid will not need to renew their coverage while the PHE is in place.

**Enhanced Federal Financial Assistance Remains Available**

Enhanced subsidies enacted through the **American Rescue Plan Act (ARPA)** and extended in August through the **Inflation Reduction Act** will continue through 2025. These tax credits have lowered the cost of insurance for many New Yorkers, including higher-income consumers. More than 60 percent of QHP enrollees are not expected to see premium cost increases in 2023, and in some cases, may be able to find a better deal if they shop for a new plan. Learn more [here](#).

**Sharing Reminders Can Help Keep Consumers Covered!**

You can help keep consumers covered by sharing important information about enrollment deadlines. Please encourage consumers to keep their account information current and to sign up to receive NY State of Health texts for important updates, including when to enroll or renew. To subscribe, text START to 1-866-988-0327. See important enrollment deadlines below:

Open Enrollment Period	QHP Coverage Start Date
<b>December 16, 2022 – January 15, 2023</b>	<b>February 1, 2023</b>
<b>January 16 – February 15, 2023</b>	<b>March 1, 2023</b>

**New and Updated NY State of Health Resources**

The following NY State of Health tools have been updated to include information for 2023:

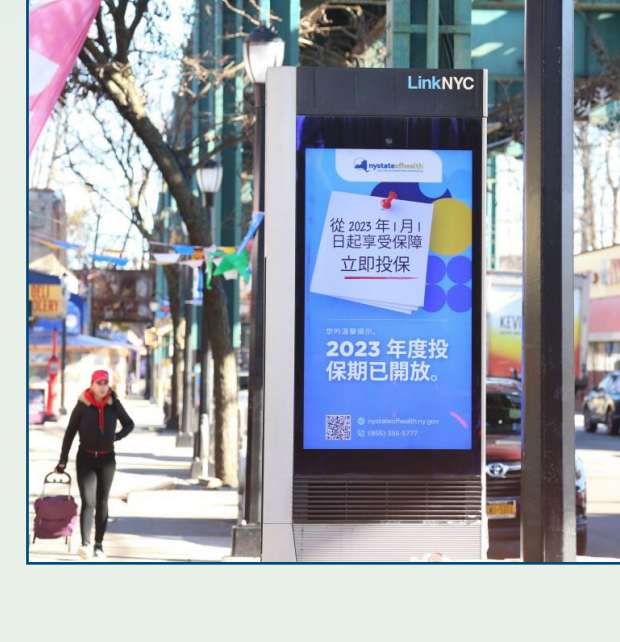
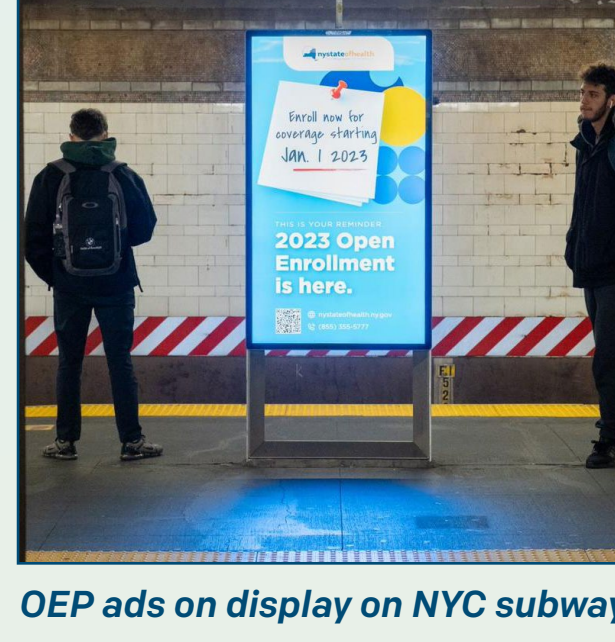
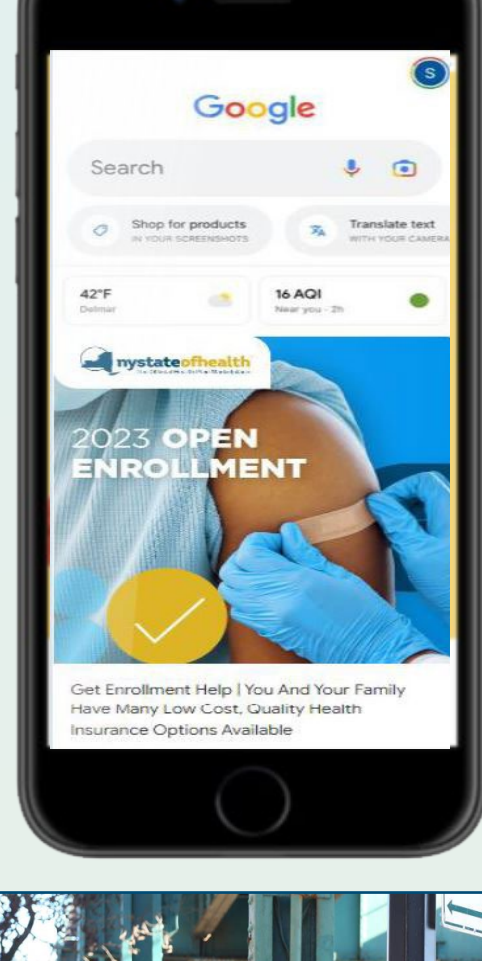
- The **Plans By County tool** helps consumers find health plans and health insurance programs in their county.
- The **Compare Plans and Estimate Cost tool** provides details of plan costs and benefits. Consumers can view plan options side by side and learn what health and dental insurance plans will be offered in their county in 2023.

A new **Family Financial Assistance fact sheet** provides information about a recent federal policy change that makes financial assistance available to families of those offered employer sponsored health insurance in cases where family coverage is not considered affordable. This fact sheet can be found in our **Outreach Tool Kit** and through our **Resources webpage**, and is available in 27 languages.

**New Ads Prepare Consumers for 2023 Open Enrollment**

A new advertising campaign was launched statewide in November to educate and prepare New Yorkers for the Marketplace's annual Open Enrollment Period (OEP). Our OEP ad campaign videos are being shared across several digital platforms including social, search, display and streaming and can also be seen on TV/Radio, billboards, the NYC subway and in ethnic print publications. These videos are available on the NY State of Health [website](#) and on our [YouTube page](#) in English, Spanish, and Mandarin. Check out the 30-second English versions below:

- This Is Your Reminder** reminds consumers that it's time to enroll in a 2023 health plan.
- Better To Be Covered** advises consumers to get 2023 health coverage today.
- Have It When You Need It** tells consumers about the importance of health insurance for coverage during unexpected medical circumstances.
- Big News** has been updated to include new language informing consumers about enhanced financial assistance through the American Rescue Plan Act.



OEP ads on display on NYC subway and a LinkNYC billboard in Queens.



**NEW: NY State of Health Music Playlists are Now on Spotify!**

Spotify, an audio streaming service, has been added to the NY State of Health suite of social media platforms to help engage consumers. This month, NY State of Health is sharing customized playlists to help New Yorkers get into the holiday spirit and become aware of Open Enrollment deadline dates.

Looking for the perfect music to bring holiday cheer and ring in the New Year? Enjoy our **"Happy Holidays & a Healthy New Year"** playlist, newly added to **NY State of Health's Spotify profile** for some fun, seasonal tunes. [#HappyHolidays](#) [#NewYears](#) [#FacesoftheMarketplace](#)

**NY State of Health Care at Home Expands Service Area**

The **NY State of Health Care at Home program** has expanded its reach, helping more New Yorkers connect with trusted home care professionals from New York state licensed home care service agencies (LHCSAs). Care at Home was first introduced in Nassau, Suffolk, and Westchester counties. Now, it has increased its service area to include the Bronx, Kings, New York, Queens, and Richmond counties. Rack cards, video advertisements and posters are available to help promote the program. These and other resources about this program are in the **Care at Home Communications Tool Kit**.

**NY State of Health Promotes Open Enrollment at Fall and Winter Events**

Thank you for staffing NY State of Health events to help consumers access affordable, quality health coverage during the 2023 Open Enrollment Period. Look out for upcoming staffing opportunities, including events at colleges, pharmacies, libraries, health fairs and winter festivals.



NY State of Health participated in a **Bronx Lantern Community Services** public event on November 21, 2022, to share health insurance information and make enrollment appointments. Lantern Community Services has a variety of programs to help underserved and at-risk populations across New York City.



Assistors offer enrollment help at the **November 19th Thanksgiving "Free Turkey" event** held at the **Highbridge Food Pantry** in the Bronx.



Over 3,000 people attended the **"Feria Contigo y tu Salud"** health event, hosted by **Univision at Hostos College** on November 20, 2022. The event offered face-to-face opportunities with doctors, dieticians, primary care experts, and NY State of Health assistors.



Over 400 NYC residents attended the **November 10th World Journal Health fair** where NY State of Health gave a presentation and set up an informational table staffed by assistors to help members of the Asian community understand how to get coverage through the Marketplace.



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**Child Health Plus Benefit Expansion, Effective January 1, 2023**

Good news! Effective January 1, 2023, a change in New York State law expands benefits available to children enrolled in the Child Health Plus program.

This expansion adds the benefit for Children and Family Treatment and Support Services (CFTSS), Assertive Community Treatment (ACT) and coverage for medical services provided at an Article 29-I Facility/Voluntary Foster Care Agency (VFCA).

In addition, this expansion adds important changes to the scope and level of coverage of medical supplies, orthodontia, and medical transportation (air ambulance and transportation between hospitals).

Please contact [chplus@health.ny.gov](mailto:chplus@health.ny.gov) if you have any questions.

**Reminder: 2022 Assistor Recertification Due**

We would like to remind assistor agency primary contacts that 2022 Assistor Recertification submissions are due by the close of business on Friday, December 23, 2022. Emails with all required documentation were sent to agency primary contacts on November 15, 2022.

All assistors and assistor oversight managers must have viewed all five of the required Assistor Recertification Training webinars and attest to the date in which they watched the trainings. In addition to the five mandatory trainings, every individual who has been designated a primary contact at your agency must watch the **"Assistor Agency Supervisor Training"** online.

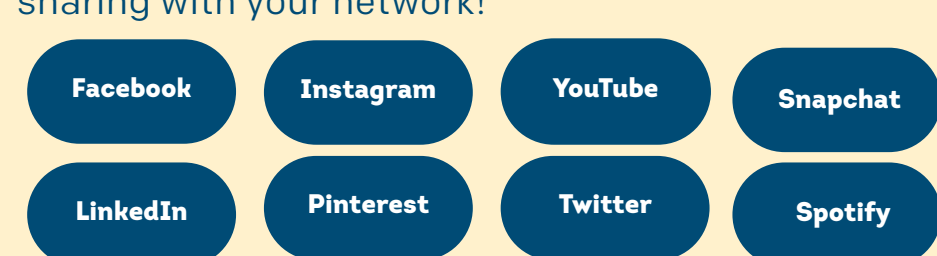
The completed Recertification Report Spreadsheet, Attestation Form, and Agency Agreement(s) must be submitted together in one email to [assistor.admin@health.ny.gov](mailto:assistor.admin@health.ny.gov).

Failure to submit this information for any of your assistors by this date will result in the decertification of their account on NY State of Health. If decertified, the assistor(s) will need to complete the online certification training program to regain certification.

Please feel free to contact [assistor.admin@health.ny.gov](mailto:assistor.admin@health.ny.gov) should you have any questions regarding this matter.

**Social Media Shares Enrollment Resources**

NY State of Health creates social media posts that help consumers access tools to find providers, compare and select plans, and receive enrollment deadline reminders. Keep following, liking, and sharing with your network!



**QUALIFIED HEALTH PLANS**

**WHO IS ELIGIBLE?**

- New York State residents
- Lawfully present in the U.S.
- Not eligible for Medicaid, Essential Plan or Child Health Plus

**WHAT IS COVERED?**

- Free preventive care
- Inpatient care
- Outpatient services
- Maternity & newborn care
- Emergency services
- Lab & imaging
- Prescription drugs
- Rehabilitative services
- Mental health & substance abuse disorder services
- Wellness & chronic disease management services
- Dental & vision for children

**Tell us what you think!**

We hope this campaign information is helpful to you, especially as we all navigate new outreach strategies to connect with consumers to share information, communicate important updates and send timely enrollment reminders.

If you have any questions or ideas for additional outreach content, please email us at [NYSOHOutreach@health.ny.gov](mailto:NYSOHOutreach@health.ny.gov).