

**NY State of Health Exchange Modernization Grant:
Project Abstract**

The NY State of Health (NYSOH) Marketplace is pleased to submit this request for a Cooperative Agreement to support State Exchange Modernization. Funding is requested to support Information Technology (IT) system development needs and consumer education that have resulted from new federal requirements under the American Rescue Plan Act of 2021 (ARPA). The goals of this project are to enable eligible New Yorkers to access ARPA's enhanced federal premium tax credits as seamlessly as possible, to ensure that eligible individuals are aware of the availability of these tax credits and how to enroll in coverage, and ultimately to increase enrollment levels among traditionally uninsured populations.

In accordance with the notice of funding opportunity for this cooperative agreement, NYSOH seeks reimbursement for a share of activities already completed (pre-award), as well as funding for activities yet to be executed (project period). During the pre-award period, NYSOH completed necessary IT system work to enable eligible New Yorkers access to enhanced tax credits as soon as possible under the law. This included changing eligibility rules to reflect the ARPA enhanced advance premium tax credits (APTC), producing updated eligibility notices and emails informing consumers of their new APTC amounts, and updating the NYSOH online shopping and premium estimator tool to reflect the enhanced APTC available to consumers. During the project period, NYSOH seeks funding for ongoing ARPA-related IT system work, including changes to annual renewal eligibility determinations and notices.

NYSOH is also seeking funding for consumer education activities during the project period. These activities include translation and printing of consumer education materials and a public awareness campaign to promote ARPA benefits among potentially eligible New Yorkers. Materials are translated into 26 languages and advertising is produced in English, Spanish, Mandarin and Haitian Creole. Advertising would run across television, digital, radio and print channels and would be targeted to demographic groups and geographic areas across New York State to reach individuals who are eligible for Qualified Health Plans and APTC. Ads would be heaviest during the Open Enrollment Period from November 1, 2021 to January 31, 2022.

EXCHANGE MODERNIZATION GRANT REQUEST	COST
IT System	\$891,233
Advertising	\$396,889
Consumer Materials (translation and printing)	\$45,211
Subtotal, Grant Request	\$1,333,333
STATE FUNDING	
IT System	\$737,167
Advertising	\$4,143,111
Consumer Materials (translation and printing)	\$57,268
Subtotal, State Funds	\$4,937,546
TOTAL EXCHANGE MODERNIZATION PROJECT COST	\$6,270,879