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Moving into Final Weeks with Record Enrollment!

Enrollment for 2019 continues to climb, showing a high demand for the quality, affordable health plans offered through the Marketplace. Thanks to your efforts to get New Yorkers covered, NY State of Health has enrolled more than 4.6 million New Yorkers, outpacing last year's level.

Enrollment highlights as of January 4, 2019:

- 254,240 consumers have enrolled in a QHP, exceeding enrollment levels at the end of Open Enrollment 2018.
- Among QHP enrollees, 22 percent are new to the Marketplace and 78 percent are renewing their coverage for 2019.
- Enrollment in the Essential Plan is, 773,952.
- Combined enrollment in QHP and EP programs has reached more than 1 million consumers (1,023,892) - the highest level to date.

LIVE, Interactive “How to Enroll” Webinar Returns

NY State of Health is hosting its second LIVE health insurance enrollment online webinar. Its free and open to the public and will be available in English, Spanish and Mandarin languages. This webinar is designed to help New Yorkers get affordable health insurance through New York's healthcare Marketplace. Our trained representatives will introduce participants to NY State of Health, answer their questions, and guide them through the process of enrolling and how to find in-person assistance.

Please urge your partners and clients to REGISTER TODAY AND FIND A LOW-COST PLAN THAT'S RIGHT FOR THEM!

Webinar presentation dates are:

- English: January 19, 2019, 11am - [Register Here](#)
- Mandarin: January 23, 2019, 7pm - [Register Here](#)
- Spanish: January 23, 2019, 7pm - [Register Here](#)



Small Business Marketplace Reaches Milestone Enrollment

The NY State of Health Small Business Marketplace enrollment numbers continue to grow as more employers enjoy the broader choice of plans and easy application process offered directly through insurers. The number of participating employers in the SBM has increased by over 350 percent since the changes in April and now exceeds 10,000 as of mid-December.

A new brochure describing the new Small Business Marketplace is available for order and distribution.

Customer Service - Extended Hours as Jan. 31st Deadline Approaches

The Customer Service Center is open:

- Monday to Friday from 8:00am – 8:00pm
- Saturdays from 9:00am – 1:00pm
- Extended hours on:
 - ▶ Saturday, January 12th from 9:00am - 4:00pm
 - ▶ Saturday, January 26th from 9:00am-4:00pm

Premium Tax Credits and Form 1095-A

Over the next few weeks, consumers who were enrolled in a QHP in 2018 will receive an IRS Form 1095-A from NY State of Health, the forms are posted to consumer accounts and sent by mail. Consumers who were enrolled in QHPs need this form to file 2018 federal tax returns. The brochure, A Guide to Form 1095-A, will be available on our website and for distribution. Additionally, there are FAQs available in English and 8 other languages that can help consumers with their 1095-A forms.

Please direct consumers with any 1095-A related questions to call NY State of Health at 1-866-766-7860. For more information including a short educational video, [click here](#). 2018 information will be posted soon.

‘You Deserve Affordable Healthcare’ Ads Are Everywhere



NY State of Health's "You Deserve Affordable Healthcare" advertising campaign is running statewide and it's hard to miss! TV, radio, print, digital and Out of Home (digital billboard) ads feature real consumers and their assistors telling their stories about the benefits of enrolling through NY State of Health. Ads will continue through January 31st. View the TV ads [here](#).

Events

As Open Enrollment continues, we appreciate your hard work in helping to get New Yorkers enrolled in a health plan. We Thank you for participating in the numerous NY State of Health events and campaigns throughout the state and encourage you to sign up for more! Watch your in-box for emails containing links to sign up for these events. Remember to add your own events to the map by completing the [Events Map Submission Form](#).



Assistors use their bilingual skills to help consumers get coverage at December New Tang Dynasty event

New Tang Dynasty

NY State of Health partnered with NYC-based Chinese-language broadcaster New Tang Dynasty on four large-scale events in Queens and Brooklyn. The third event in the series will be on January 12th in Flushing and the final one will be on January 26th also in Flushing. These events attract hundreds of consumers, and feature presentations by Marketplace representatives, health fairs and Chinese-speaking assistors on-site to meet with consumers.

Lyft and Uber

Lyft and Uber – We're partnering with ride sharing companies again this year to reach independent contractors in New York who may need coverage. Outreach to drivers includes:

- Information sessions
- Distribution of educational materials
- Email and text campaign to drivers
- Promotion through online driver portals

The partnership runs through January 31, 2019.

Job Fairs

Starting in January, assistors will be staffing job fairs across the State to help consumers learn about NY State of Health and make appointments to enroll.

Pharmacy Retailers

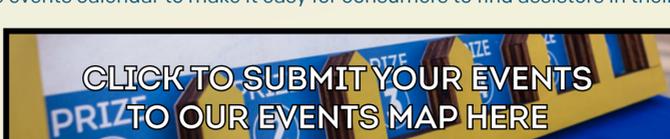
We're working with CVS Pharmacy, TOPS Pharmacy, Kinney Drugs, Rite Aid and ShopRite Supermarkets on tabling events to help consumers learn about getting affordable, quality coverage. Look for invites to staff these events through January.

Library Enrollment Events

A series of enrollment tabling events will be held at libraries in the Bronx and Manhattan starting in January.

Help Consumers Find Your Events!

More eyes are on the NY State of Health website now for enrollment help. Remember to put your events on the events calendar to make it easy for consumers to find assistors in their communities



Reminders

New! Enrollment Resource Materials Are In!



- **New** English and Spanish “You Deserve Affordable Healthcare” rack cards
- **New** English and Spanish “You Deserve Affordable Healthcare” posters

- At a Glance Cards - QHP and Essential Plan

Inventory is updated regularly so please refer to the [Materials Order Form](#) to check availability before placing an order.

2019 Enrollment Deadlines

- Enroll by **January 15** for coverage starting **February 1**
- Enroll by **January 31** for coverage starting **March 1**
- **January 31, 2019** is the last day to enroll in Qualified Health Plan coverage for **2019**

Like Us, Follow Us!

Be sure to follow NY State of Health on *Facebook*, *Twitter*, and *Instagram*, where you will have access to news updates, shareable content videos, and learn about activities all over the state. If you already follow us, be sure to “like” and “share” our content.

New! NY State of Health is trying new Snapchat Geofilters to promote Marketplace events and increase brand awareness.

A Snapchat Geofilter is a creative overlay available to Snapchat users based on their geo-location. Once a user takes a photo through the platform, they have the option to add a specific filter to their image, based on their location, to share with their friends and followers. Customized NY State of Health snapchat geo-filters are being tested out at well attended niche events like local colleges, health fairs, and career centers and at larger affairs like New Tang Dynasty events. Please submit event suggestions for Snapchat geo filter use to NYSOHoutreach@health.ny.gov.

Find the Right Plan Using the Right Resource

Making health insurance decisions is easier with the right information at your fingertips. Remember to refer clients to the [NYS Provider and Health Plan Look-Up Tool](#) when they are deciding which health plan to enroll in or when searching for a hospital or doctor, that participates in their health plan.

Assistor Certification Trainings

Trainings are for agencies seeking to become NY State of Health assistor agencies and individuals currently employed by NY State of Health assistor agencies. There are two NY State of Health Assistor Certification training options:

- 1) Complete on-line assistor training [here](#).
- 2) Attend a three (3) day in-person session (upcoming sessions listed below.)

January

Buffalo, NY

Dates: 1/15/19 to 1/17/19 (Tuesday - Thursday)
Location: Homewood Suites Buffalo
Address: 760 Dick Road
Buffalo, NY 14225

New York, NY

Dates: 1/29/19 to 1/31/19 (Tuesday - Thursday)
Location: CAI, New York NY
Address: 505 Eighth Avenue 20TH FL
Sky-Blue Room, Green Room
New York, NY 10018

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.