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Website and Customer Service Traffic Soar as January 31st Enrollment Deadline Approaches

Marketplace enrollment activity is busier than ever as we enter the final stretch for the 2020 Open Enrollment Period ending on January 31st! Thanks to your hard work, enrollment in Qualified Health Plans continues to climb, showing consumer demand for the affordable high-quality health plans offered through the Marketplace. Website and customer service center usage is climbing as consumers continue to seek enrollment help.

From November 1, 2019 – January 10, 2020 there were :

- Over 1.5 million unique visitors to our website
- Nearly 63 million page views on the NY State of Health website
- More than 1.1 million calls answered by the Customer Service Center

Customer Service Hours Extended During Last Leg of Open Enrollment Period

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 11 from 9:00am - 4:00pm
 - Saturday January 25 from 9:00am - 4:00pm

Key dates and deadlines:

- January 15th for a February 1st coverage start date
- January 31st for a March 1st coverage start date and the last day to enroll for 2020 QHP coverage. (New Yorkers cannot enroll in a Qualified Health Plan after this date unless they qualify for a [Special Enrollment Period](#).)

New Resources Help New Yorkers Pick a Plan and Enroll

Check out these new NY State of Health resources to help consumers learn about their coverage options and how to enroll in a health plan.

New! Mobile Messaging Offers Consumers Access to Enrollment Help

During this Open Enrollment Period, NY State of Health consumers have been able to opt-in to receive text messages about enrolling in a health plan through the Marketplace and receive information about getting help from a certified enrollment assistor.

The text message campaign is available in both English and Spanish.

- ENGLISH: Text: HEALTH to [917-905-7422](tel:917-905-7422)
- SPANISH: Text: HEALTH to [347-229-9613](tel:347-229-9613)

NEW! Family Dental Coverage Fact Sheets and Dental Plan Comparison Tool

Two new dental coverage facts sheets are now available to help Marketplace consumers choose the dental plan that is right for them. They provide information on family and pediatric dental coverage including costs and covered services, and direct consumers to NY State of Health's new [Dental Plan Comparison Tool](#) and the [NYS Provider and Health Plan Look Up Tool](#) for more details.

The Dental Coverage Fact Sheets can be found [here](#).

Remember to let consumers know about the new [Hospital Participation Tool](#) to easily find hospitals that participate within their plan.

Event Participation Leads to Enrollments

There's still time to get more New Yorkers covered in 2020. Greater event participation and robust consumer attendance mean more leads, followed by more enrollments! January presents many assistor staffing opportunities at job fairs, pharmacies, libraries and Dr. Martin Luther King Jr. Observance events. Signup to staff upcoming NY State of Health events and submit your events [here](#) so they may be included in our [NY State of Health events map](#). Check out these successful NY State of Health events held throughout the month of December:



Parents Learn About NY State of Health at Boys and Girls Club of Mt. Vernon

*NY State of Health, Montefiore Health System and the Boys and Girls Club of Mt Vernon are partnering to help lower the uninsured rate throughout the Bronx, Westchester, Rockland and Orange Counties. Assistors answered questions and set up enrollment appointments at a December 17, 2019 Club event serving over **100 families**.*

Shoppers Get Free In-Person Help at New York City Supermarkets

Shoppers stopped by the NY State of Health informational table at Golden Farm Market in Queens, on December 14 to learn about enrolling in a Marketplace health plan.



New Tang Dynasty Events Help Asian Americans Learn How to Enroll

*NY State of Health representative Min Min Chen gives a presentation to New Tang Dynasty (NTD) attendees on December 7, 2019. To date, NTD events have brought assistors over **400 leads** and more than **50 enrollments**.*



1095-A Forms Needed to File Taxes

Consumers who were enrolled in a QHP in 2019 will receive an IRS Form 1095-A from NY State of Health in the mail within the next few weeks to use when filing 2019 federal tax returns. Consumers with any 1095-A related questions can learn more [here](#) or call NY State of Health at 1-866-766-7860. Consumers who enrolled in Medicaid, Child Health Plus, or the Essential Plan in New York at some point in 2019, will receive Form 1095 B from New York State.

Build the Buzz! Use and Share NY State of Health Resources

Follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#), [Pinterest](#), and "Healthy Connections" Facebook Group.

Use the [NYS Provider and Health Plan Look-Up](#), [Hospital Participation](#) and [Cost Estimator tool](#) when selecting a plan.

[Order educational materials](#) and send promotional item requests to nysorders@health.ny.gov. Include the event name(s), date(s), estimated number of attendees, and type of item needed.

Assistor Certification Trainings

Assistor Certification Trainings 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 on-line assistor training [here](#). The password for accessing the course is NYSOH2016.

If your agency is not already an assistor agency, you may contact the New York State Department of Health at assistor.admin@health.ny.gov.

1095-A Training Webinar

A pre-recorded training webinar focusing on 1095's will be available on-line soon.

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.