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NY State of Health Draws Record Enrollment for 2019!

Hats off to each of you for the role you played in setting our new enrollment record for 2019 and helping to get more New Yorkers the affordable healthcare they deserve!

More than 4.7 million New Yorkers enrolled in comprehensive health coverage through the Marketplace for 2019. That's an increase of 435,000 people from 2018. Below are some notable results.

- More than 1 million New Yorkers enrolled in QHP and EP, 34 percent of these enrollees were new in 2019.
- Enrollment in the Essential Plan increased 7 percent.

Of the total 271,873 QHP enrollees:

- 58 percent enrolled with financial assistance.
- 42 percent enrolled without financial assistance.

Additional 2019 enrollment numbers can be found [here](#).

Enrollment Increases In All 62 Counties

With the 2019 Open Enrollment Period complete, NY State of Health recently released county-level enrollment data as of January 31, 2019. Every single New York county saw an increase in overall enrollment in 2019. Some of the largest increases occurred in New York's rural areas and City boroughs. Here are some highlights:

- Statewide enrollment in QHP and EP combined, increased by over 70,000 (7 percent) compared with 2018.
- Total QHP and EP enrollment across all NYC boroughs increased by nearly 38,000 people in 2019.
- Livingston County saw the highest percentage increase (15 percent) in combined QHP and EP enrollment between 2018 and 2019.
- Bronx and Queens Counties County saw an 8 percent increase in Enrollment across all programs.

To see 2019 county-level enrollment data for the areas you serve, click [here](#).

Small Business Marketplace: Employer Participation Surges Since 2018 Changes

Since the start of direct enrollment in April 2018, there has been a 460 percent increase in employers participating in New York's Small Business Marketplace (SBM). SBM enrollment now exceeds 12,000 employers- an increase of more than 10,000 since last year- and growing. As of February 2019, total SBM enrollment is 12,172 employers.

- The New SBM brochure is available [here](#). They can be ordered in English, Spanish, and Chinese [here](#).

More New Yorkers are Logging onto NYS Provider & Health Plan Look-Up as New Provider is Added

The [NYS Provider & Health Plan Look-Up Tool](#) helped almost 115,000 consumers determine their health plan selection during the 2019 Open Enrollment period- a 12 percent usage increase over the 2018 enrollment period. Nearly 500,000 consumers have used the tool since its launch in May 2017.

In February, the Look-Up tool expanded to include provider network information for the New York State Health Insurance Plan's (NYSHIP) Empire Plan. The NYS Provider & Health Plan Look-Up tool now includes information on providers who participate with all plans offered through the Marketplace including Qualified Health Plans, the Essential Plan, Child Health Plus, Medicaid Managed Care, and certain commercial insurance products.

Active Enrollment Period Helps More New Yorkers Get Covered

During the 2019 Open Enrollment Period, website traffic and call center volume surged with nearly 1.7 million website visitors and over 1.5 million calls to Customer Service, including over 34,000 calls on January 31st alone. In-person assistors helped 78 percent of enrollees complete their Marketplace applications.

NY State of Health sent nearly four million email enrollment reminders to consumers, assistors were present at more than 300 community outreach events statewide and the new "You Deserve Affordable Health Care" ads were seen everywhere!

View TV ads [here](#).

Events



Many New York City Winter Jam attendees stopped by the NY State of Health table to learn about getting coverage.

With your help, 324 NY State of Health events were staffed during the 2019 Open Enrollment Period. Assistors were ready to help consumers at food pantries, farmers markets, college campuses, pharmacies and grocery stores. Still, many opportunities remain to get more New Yorkers covered: Consider signing up to represent NY State of Health at upcoming job and health fairs, and the Rochester Lilac and Albany Tulip festivals.



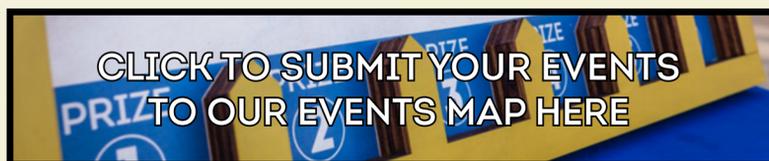
NY State of Health representatives answered questions and made appointments at the three New Tang Dynasty health fairs attended by thousands during OEP.

This spring keep your eyes open for staffing opportunities for the following tabling campaigns: YMCA Healthy Kids Day, New York State Museum spring break days and our bi-annual college campaign. Lookout for the updated college tool kit, complete with fact sheets, social media posts, and video links to use as a resource guide for students who are "aging off" of their parents' coverage.

Add your own events to the map by completing this [Events Map Submission Form](#). Remember to share event feedback [here](#).

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

Tax Time and 1095's

Tax time is here! Please remind consumers who enrolled in a QHP in 2018 and received financial help paying for their plan, they will need to use IRS Form 1095-A mailed to them from NY State of Health to file 2018 federal tax returns. For assistance, direct them to this educational video [here](#) or the [FAQs](#).

Materials Restocked and Ready to Order

NY State of Health materials have been replenished including "You Deserve Affordable Healthcare" rack cards, posters, and At a Glance cards.



Order yours [here](#).

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.)

April

New York, NY
Dates: 4/9/19 to 4/11/19 (Tuesday - Thursday)
Location: CAI, New York NY
Address: 505 Eighth Avenue 20TH FL
Sky-Blue Room, Green Room
New York, NY 10018

Buffalo, NY
Dates: 4/16/19 to 4/18/19 (Tuesday - Thursday)
Location: Hilton Garden Inn Buffalo Airport
Address: 4201 Genesee Street
HGI-Ballroom III
Buffalo, NY 14225

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.