



In this issue:



New York's Uninsured Rate Reaches Historic Low of 4.7 Percent

According to a recent Centers for Disease Control and Prevention's (CDC) [survey](#), New York's uninsured rate has continued to decline in 2018 reaching 4.7%. This includes a reduction in uninsured New Yorkers, ages 18 to 64, from 7.1 percent in 2017 to 6.8 percent.

Overall, the state has reduced the uninsured by 1.3 million since 2010, including nearly one million since the Marketplace opened in 2013. Go to the [2019 Open Enrollment Report](#) for details.

NY State of Health Releases 2019 Open Enrollment Report

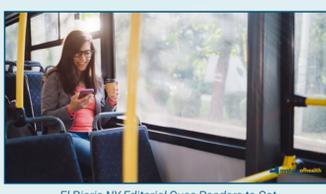
Thanks in large part to your hard work, the 2019 Open Enrollment Period closed with more than 4.7 million New Yorkers enrolled in comprehensive health coverage through the Marketplace, an increase of more than 435,000 people from 2018! In 2019, more than 3.7 million, or 78 percent of individuals, enrolled with the help of an in-person assistor, including navigators, certified application counselors, and licensed insurance brokers.

Consumer Demand coverage remains strong in 2019. Total enrollment across all programs increased in every county of the state and New York's uninsured rate has been reduced from 10 Percent in 2013, when the Marketplace opened to below 5 percent, today. Other highlights from the 2019 Open Enrollment Report include:

- Marketplace enrollment is at its highest point ever, including more than 1 million (1,062,025) people enrolled in Qualified Health Plans and the Essential Plan.
- Reflecting both strong customer loyalty and the Marketplace's continued ability to attract new enrollees, 86 percent of enrollees were returning from last year and 14 percent were new in 2019.
- Ninety-five percent of Marketplace enrollees saw no change in the cost of coverage compared to last year.
- NY State of Health (NYSOH) was committed to getting positive messages out to consumers, through its "You Deserve Affordable Health Care" advertising campaign, at more than 300 community outreach events, and by sending nearly four million emails to consumers reminding them of important steps needed to complete their enrollment.

Click [here](#) to view the report and see enrollment data by county, health insurer, program and more.

NY State of Health Customizes Campaign to Reach Hispanic Communities Throughout NYC



El Diario NY Editorial Cues Readers to Get Enrollment Assistance in Affordable Health Plans

As part of ongoing efforts to reach pockets of uninsured throughout the state, NY State of Health has launched a marketing and outreach campaign that focuses on the Hispanic population in New York City. An analysis of survey data shows that a disproportionate share of the remaining uninsured are among Hispanic residents in New York City.



Long Lines Show High Demand for Assistor Help at the May 5th Cinco de Mayo Festival in Flushing Meadows Corona Park

The campaign includes participation at large Hispanic celebrations throughout NYC, such as Cinco de Mayo, and targeted marketing and advertising initiatives with Telemundo, Spanish Broadcasting System (SBS), Univision, and [Impremedia/El Diario](#). Watch for more events this summer to sign up for.

NY State of Health Issues Invitation for 2020 Plan Participation

NY State of Health issued its invitation to insurers to participate for the 2020 plan year. Proposals to participate in the Qualified Health Plan (Individual and/or Small Business Marketplace), Essential Plan and Stand-Alone dental markets, are due from insurers on May 24, 2019 and NY State of Health certification is September 27, 2019, in time for Open Enrollment 2020.

The invitation and related documents can be found [here](#).

NY State of Health Small Business Marketplace Honored for Service to NY's Small Business Community

The NY State of Health Small Business Marketplace (SBM) was honored at a May 8th ceremony hosted by NY Great Chamber of Commerce held during National Small Business Week at the TKP NY Conference Center in Manhattan. Keynote speaker, New York's Lieutenant Governor Kathy Hochul, gave a special thanks to the NYSOH Small Business Marketplace team for their service to the small business community. The award recognizes the Small Business Marketplace for connecting small business owners and their employees to health insurance options and small business tax credit opportunities.

In April 2018, NYSOH SBM implemented a simplified enrollment process offering a greater choice of health insurance plans and easier access to the Small Business Health Care Tax Credits than ever before; a move that resulted in increasing SBM employer participation by 465 percent.



Active Summer Event Season Means Staffing Opportunities



The New York State Salon and Spa 2019 Expo held in April in Saratoga Springs gave Hair Stylists and Massage Therapists a Look at Getting Affordable Coverage

We're gearing up for a busy summertime season with plenty of staffing opportunities including Juneteenth celebrations, free outdoor movie screenings and Learn to Swim programs, farmers' markets, and festivals and don't forget about the NYS Fair in August.

Sign up ASAP to ensure your slot!



Attendees of the 2019 Latino College Expo & Leadership Summit held at New York University on March 16th met college admissions representatives and NY State of Health Assistors to Help Plan for their Future

NY State of Health Giveaways

Tens of thousands of promotional items are distributed through NY State of Health annually to help engage consumers. Efficient ordering and distribution of giveaways help us to maintain adequate supplies throughout the year.

If you have a large event coming up warranting additional promotional items beyond the traditional limits, email details of your event (name, date, description, quantities requested) to NYSOHorders@health.ny.gov and we'll let you know how we can help.

Please also help us to distribute giveaways sensibly, limiting one item per person and ordering only what is needed for each event.

Help Consumers Find Your Events!

Remember to put your events on the events calendar to make it easy for consumers to find assistors in their communities



Reminder to Assistors Regarding Documentation from Applicants

Many NY State of Health applications can be processed without applicants submitting additional documents. However, in certain cases we cannot determine eligibility through data sources alone and an applicant must submit a document to confirm household income, immigration status, citizenship, or other information provided in an application for coverage. NY State of Health will provide written notice to applicants regarding the additional information needed, acceptable document types, and the deadline for submitting them.

Assistors play an important role in helping consumers with this process. NY State of Health certified enrollment assistors have the responsibility of informing their clients about the permissible document types that they may provide to NY State of Health. Consumer notices list acceptable document types, and we provide a link below showing acceptable documents for specific eligibility requirements.

In addition, NY State of Health must receive requested documents within the time-frame specified in the applicant's notice. In some cases, if we do not receive the document by the deadline, federal rules say we must terminate an applicant's insurance coverage.

Assistors are prohibited from making any changes in consumer accounts to extend the deadlines to provide documents. If your client needs more time to submit a document, please call NY State of Health Customer Service (1-855-355-5777).

Document Uploads

If an Assistor is uploading a document on a client's behalf, he or she must first confirm the document appears on the consumer's notice or the list provided below. In addition, if NY State of Health has already invalidated an uploaded document, an Assistor should not resubmit the same document unless Customer Service has specifically instructed an applicant or Assistor to do so. If your client experiences a change in eligibility because NY State of Health invalidated a document, she or he will receive a new notice with next steps. Assistors should direct questions regarding which documents NY State of Health accepts to Customer Service.

Assistors can help their clients complete the application process efficiently by reviewing the acceptable document types and advising their clients to provide this information on a timely basis when required.

[Click here to view the NY State of Health Documentation Checklist.](#)

Assistor Certification Trainings

In-person trainings are for agencies seeking to become NY State of Health assistor agencies and individuals newly employed by NY State of Health assistor agencies. There are two NY State of Health Assistor Certification training options:

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

New York, NY
Dates: 6/4/19 to 6/6/19 (Tuesday - Thursday)
Location: CAI, New York NY
June
Address: 505 Eighth Avenue
19TH FL - Training Room
20TH - Green Room
New York, NY 10018

July
New York, NY
Dates: 7/16/19 to 7/18/19 (Tuesday - Thursday)
Location: CAI, New York NY
Address: 505 Eighth Avenue 20TH FL
Sky-Blue Room, Green Room
New York, NY 10018

Albany, NY
Dates: 7/23/19 to 7/25/19 (Tuesday - Thursday)
Location: Hilton Albany
Address: 40 Lodge Street
Capital Room
Albany, NY 12207

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.