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 are being accepted for all NY State of Health markets, including 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.

Reminder to Assistors Regarding Documentation from Applicants

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 a document, she or he will receive a new notice with next steps. Assistors should document the dates and times of their efforts to help their clients.

NY State of Health Announces Partnership with Telemundo

NY State of Health announced a partnership with Telemundo to increase access to affordable health care. The partnership is part of NY State of Health's marketing campaign “You Deserve Affordable Health Care” and includes broadcast and digital advertising, digital media, community outreach, social media and marketing materials. The partnership will begin in May in New York City and will expand throughout the state.

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

According to a recent report from the Centers for Disease Control and Prevention (2019), New York entered the 2019 health care year with 4.7 percent of its population uninsured, a 0.1 percent decrease from last year.

NY State of Health Opens Enrollment Early


NY State of Health Announces “Health Healthier NY” Marketing Campaign

NY State of Health launched a marketing campaign called “Health Healthier NY” to increase awareness of the affordable health care options available in the Small Business Marketplace. The campaign will run October 1 through December 31, 2018.

NY State of Health Announces GRACE Initiative

NY State of Health announced the implementation of the GRACE initiative, a bold new strategy for the health care system that focuses on making health care better, more affordable and accessible. The initiative will be rolled out in January 2019.

NY State of Health Announces Annual Enrollment Period for 2019

NY State of Health is accepting open enrollment applications now through January 31, 2019.

NY State of Health Launches “Healthy New York”电视广告

NY State of Health launched a new television ad campaign called “Healthy New York” that features的画面包括在纽约市与纽约州的地标，如时代广场、中央公园和布鲁克林大桥。广告旨在提高纽约州民众对州内健康保险市场的认识。

NY State of Health Announces “You Deserve Affordable Health Care” Advertising Campaign

NY State of Health announced a new advertising campaign called “You Deserve Affordable Health Care” that will run from October 1 through December 31, 2018. The campaign will be supported by broadcast, online and print advertising, as well as social media.

NY State of Health Announces Affordable Health Care Initiative

NY State of Health announced the Affordable Health Care Initiative, a new program that will help eligible consumers get the health care they need. The initiative will be launched in January 2019.

NY State of Health Announces 2019 Open Enrollment Period

NY State of Health announced that open enrollment for the 2019 plan year will begin on November 1, 2018 and run through January 31, 2019.

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