

NY STATE OF HEALTH

ASSISTOR NEWSLETTER



**SPRING
2025**

TABLE OF CONTENTS

WELCOME MESSAGE

1. Letter from NY State of Health Executive Director Danielle Holahan

GENERAL NEWS

2. NY State of Health Now in the Palm of Your Hand
3. Stay Cool: Essential Plan Cooling Program
4. Updated Congressional District Fact Sheets Now Available

NEWS FLASH

5. Big News: \$0 Out-of-Pocket Costs for Maternal Health and Diabetes Care in 2025!

STAY CONNECTED

6. Follow NY State of Health on Social Media
6. Add to Calendar Feature Available on Events Page
7. Tax Season is Here: Updated Information about Forms 1095-A and 1095-B
7. Help Consumers Stay Informed!

ASSISTORS IN ACTION

8. Event Season is Here: Join Us to Help New Yorkers Get Covered!
9. Connecting to the Community
10. From One Marketplace to Another

MEDICAID UPDATES

12. Medicaid Social Care Networks: Meeting Health and Social Needs
12. Medicaid Eligibility and Enrollment Transformation

ASSISTOR FORUM

13. Best Practices
14. New York Stories
14. Assistor Trainings





Danielle Holahan
Executive Director
NY State of Health

WELCOME MESSAGE

Dear Assistors,

As we transition into Spring 2025, we also celebrate the successful completion of our 12th Open Enrollment Period. This achievement reflects the enduring impact of your dedication to connecting New Yorkers with vital health coverage. Your expertise, persistence, and compassion have made a tangible difference in communities across our state.

Behind every enrollment is a story of security gained, worry eased, and health protected—all made possible through your efforts. Looking ahead, we're energized by new initiatives designed to expand access and improve the enrollment experience. From enhanced digital tools to streamlined processes, we hope that these developments will support your important work in the field.

As we move forward together, know that your contributions remain the cornerstone of our success. Here's to the next chapter of our shared mission—ensuring every New Yorker has access to quality, affordable health coverage.

With appreciation,

Danielle Holahan

GENERAL NEWS

NY State of Health Now in the Palm of Your Hand

We are excited to announce, beginning in May, the NY State of Health application will be more accessible on smartphones, tablets, and computers. This update represents another step in our efforts to ensure health insurance information is available to all New Yorkers, regardless of which device they use.



1. What's Changing?

The streamlined design prioritizes the most important information while maintaining all the functionality our consumers rely on.

The update includes:

- Easier navigation throughout accounts with intuitive menus
- Improved access to important information and documents
- Better ways for assistors to manage their consumers
- Consistent experience across all sections of the consumer portal

2. Why This Matters to Our Consumers

This mobile-friendly update means our consumers can easily:

- Check their accounts from anywhere, at any time
- View health plan information, eligibility, costs and benefits on the go, including when speaking with providers or scheduling appointments
- Receive and respond to important notices without delay
- Manage applications, handle verifications and appeals without needing a computer

3. Technology Improvements

Behind the scenes, we've implemented a more responsive, reader-friendly design that automatically detects screen size and adjusts accordingly. We've also improved page loading speeds and optimized the interface for touchscreens. All static content, documents, and links are now managed through our new content system for increased reliability.

4. When Will This Happen?

The first round of updates will be made later this Spring, and final updates in the Fall. Once complete, every part of the NY State of Health website will automatically adjust to fit whatever screen our consumers are using, from the smallest smartphones to the largest desktop monitors.

We're making these changes based on extensive consumer feedback, with the goal of making health care access simpler and more convenient for all New Yorkers, no matter how they connect with us. Our commitment to digital accessibility reflects our broader mission of ensuring health care is available to everyone in our state.



STAY COOL: Essential Plan Cooling Program

NY State of Health is taking action to protect vulnerable New Yorkers from increasingly frequent and severe heat waves. We're proud to announce the new Essential Plan Cooling Program (EPCP).

1. Who Can Benefit

This program will provide a free air conditioner to New Yorkers enrolled in the Essential Plan who have persistent asthma. This includes consumers who:

- Experience frequent asthma symptoms like shortness of breath, wheezing, coughing attacks, or chest tightness; or
- Need daily medication to control asthma symptoms

continued on next page

Essential Plan Cooling Program, *continued*

2. What the Program Offers

- A free air conditioner delivered directly to their home
- Professional installation by an approved vendor
- Units valued up to \$900 for window or portable air conditioners or up to \$1,000 for installations using existing wall sleeves

Note: A fan may be provided in the instance that an air conditioner cannot

3. Important Program Details

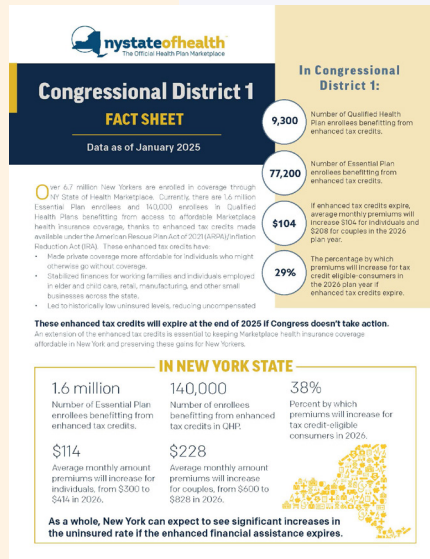
- The program is limited to one cooling unit per household every five years
- Equipment will be provided on a first-come, first-served basis until funding is exhausted
- Funding comes through New York's 1332 Waiver
- More information on the Essential Plan Cooling Program will be available soon.

4. Why This Matters

Extreme heat is more than just uncomfortable—it can be life-threatening for those with respiratory conditions. This program represents our commitment to health equity and climate adaptation, ensuring that our most vulnerable consumers have access to cooling equipment to stay safe during increasingly hot summers. We look forward to implementing this important program to protect New Yorkers from the growing threat of extreme heat.

5. For Questions About this Program

Assistors should encourage consumers to contact the NY State of Health Call Center with any questions regarding the Essential Plan Cooling Program.



Updated Congressional District Fact Sheets Now Available

Over 1.6 million Essential Plan enrollees and 140,000 enrollees in Qualified Health Plans currently benefit from

access to affordable Marketplace health insurance coverage thanks to enhanced tax credits made available under the American Rescue Plan Act of 2021 (ARPA)/Inflation Reduction Act (IRA).

These enhanced tax credits have: made private health insurance more affordable for individuals who might otherwise go without coverage; stabilized finances for working families and individuals employed in elder and child care, retail, manufacturing, and other small businesses across the state; and led to historically low uninsured levels, reducing uncompensated care on hospitals and community health centers.

The attached fact sheets show the impact of the enhanced tax credit savings by New York Congressional District and the expected outcome for these New Yorkers if the tax credits are not extended by Congress in 2025.

[Impact of Enhanced Federal Tax Credits by Congressional District - January 2025 | NY State of Health](#)

We will continue to notify you of new fact sheets and data that highlight our efforts to keep health insurance affordable for all New Yorkers.

NEWS FLASH

BIG NEWS: \$0 Out-of-Pocket Costs for Maternal Health and Diabetes Care in 2025!

NY State of Health is proud to announce significant cost savings for Essential Plan and Qualified Health Plan members in 2025. We're removing financial barriers to critical care for two high-priority health concerns:

1. Comprehensive Maternal Care at No Cost

Members will pay \$0 out-of-pocket for most pregnancy and postpartum health services, including:

- Prenatal and postpartum doctor visits
- Prescription medications
- Mental health and substance use services
- Laboratory tests and x-rays
- Specialist visits for conditions like hypertension and asthma
- Added coverage for eight doula visits for Essential Plan members

These benefits extend from pregnancy through a full year after birth, ensuring continuous care during this critical time.

Note: Cost sharing remains for hospital services.

Did you know?*

- More than 80 percent of pregnancy-related deaths are preventable with adequate prenatal care
- Nearly 1 in 5 new mothers experience postpartum depression
- Pregnancy-related deaths can occur during and up to a year after pregnancy.

2. Complete Diabetes Care Coverage

Members with diabetes will receive \$0 out-of-pocket coverage for:

- Diabetes medications and supplies
- Preventive screenings and tests
- Medical visits related to diabetes management
- Blood glucose monitors and testing supplies

Coverage applies to all non-hospital-based diabetes services.

Did you know?*

- 38.4 million people of all ages—or 11.6 percent of the U.S. population—have diabetes
- Medical costs for people living with diabetes increased by 35 percent over the past 10 years
- Spending on insulin tripled in the past 10 years—increasing from \$8 billion in 2012 to \$22.3 billion in 2022.
- \$106.3 billion (26 percent) of the total estimated national cost of diabetes can be attributed to lost productivity at work, unemployment from chronic disability, and premature mortality.

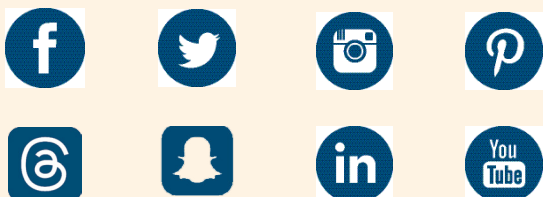
* Data provided by [Center for Disease Control](#) and the [American Diabetes Association](#).

STAY CONNECTED



STAY IN THE KNOW: Follow NY State of Health on Social Media

Never miss important updates from the Marketplace! Follow us, and please encourage consumers to follow NY State of Health on social media for enrollment deadlines, coverage tips, and guidance accessing a health plan that they can afford.



New “Add to Calendar” Feature Available on Events Page

We’re excited to announce that our [events page](#) now features an “Add to Calendar” button!

This convenient new option allows our consumers to easily save event details to their personal calendars, ensuring they never miss an event in their area.

The feature also helps us better prepare for events by giving us insight into expected attendance. Look for the calendar icon next to event listings to quickly add events to your preferred calendar app.

Try it out on our [events page](#) today!

TAX SEASON IS HERE!

A training webinar, [Tax Credits, Form 1095-A and Form 1095-B](#), is available for all assistors as they help consumers this tax season.

NY State of Health consumers who received financial assistance for a Qualified Health Plan (QHP) in 2024 have been sent an IRS Form 1095-A from NY State of Health to prepare their 2024 federal tax returns.

For further guidance on Form 1095-A, consumers can review the [NY State of Health Premium Tax Credits and Form 1095-A page](#), which includes a video and FAQs.

Form 1095-B is available by request for consumers who were enrolled in Medicaid, Child Health Plus or the Essential Plan in 2024. For further guidance on 1095-B, consumers can review our [1095-B page](#), which includes contact information and FAQs.



HELP CONSUMERS STAY INFORMED!

Consumers can get email updates on the latest in NY State of Health news and events. Just have them [sign up here!](#)

NEW MATERIALS AVAILABLE:

NY State of Health materials have been updated to reflect new Federal Poverty Levels (FPLs), effective as of February 15, 2025.

The following materials have been updated and are now available online in English and 25 other languages. Printed copies will be available in English plus our top 15 languages, in the near future.

- Medicaid At-A-Glance Card
- Child Health Plus At-A-Glance Card
- Essential Plan At-A-Glance Card
- Essential Plan Fact Sheet
- DACA Consumer Essential Plan Fact Sheet

As a reminder, the most up-to-date version of all our materials will be posted online first. It is our quickest way to get information to you. Once new printed materials are available, we will update the order form online. Please visit the [assistor toolkit](#) to easily access these and other resources.

Marketplace Swag!

Don't forget to stock up on promotional items for your next event! NY State of Health has branded products, including hand sanitizer, tissues, pens, stress balls, cell phone wallets, and metal clips. Additionally, if you are staffing a family-friendly event, the Marketplace can provide additional items geared to children.

Please keep in mind there are limits on supplies per each assistor.

[Click here to browse materials.](#) To order, please email nysohorders@health.ny.gov

ASSISTORS IN ACTION



Arab-American Family Support Center

Assistor
Maha Attieh at Annual Youth
Conference in Brooklyn on
March 12th, 2025.

EVENT SEASON IS HERE: Join Us This Spring to Help New Yorkers Get Covered!

As spring flowers bloom and the weather warms, [NY State of Health events](#) are springing up across the state! These beautiful days offer perfect opportunities to connect consumers with the coverage they need while enjoying the refreshing outdoor season.

Our community events provide valuable face-to-face assistance, helping New Yorkers understand their insurance options and navigate the enrollment process. Your participation makes a real difference in expanding our outreach to those who need it most.

Watch for upcoming event announcements and help us ensure every New Yorker enjoys both the spring sunshine and the security of proper health coverage!



The YMCA on Flatbush Avenue in Brooklyn

hosted the 18th Youth Conference inviting local community members to learn about many NYC programs and services including access to health insurance.



More than 200 attendees had an opportunity to connect with local and state government agencies and community-based organizations.

CONNECTING TO COMMUNITY

Through a collaboration with SUNY Old Westbury Wellness Department, NY State of Health hosts a series of informational tabling to the campus and neighboring community, to build awareness of the NY State of Health Marketplace and Assistor enrollment services. Assistors affiliated with Central Nassau Guidance and Counseling Services and Nassau Suffolk Hospital Council provide tabling during the months of February, March, April and May on the Panther Food Pantry food distribution day.



Central Nassau Guidance and Counseling Services

Assistor Sophia Eveillard is poised to deliver information on the NY State of Health Marketplace to the SUNY OW community.

The Official Health Plan Marketplace

INSURANCE THROUGH NY STATE OF HEALTH IS NOW MORE AFFORDABLE THAN EVER.

ENROLLMENT ASSISTORS CAN HELP YOU APPLY FOR HEALTH INSURANCE, UNDERSTAND YOUR COVERAGE OPTIONS, AND ENROLL IN A PLAN THAT IS RIGHT FOR YOU.

MEET WITH AN ENROLLMENT ASSISTOR ON CAMPUS THE FOLLOWING DATES:

WHEN:
February 4 & 18
March 4 & 25
April 22
May 6

From:
12pm - 4pm

SUNY Old Westbury Wellness Services
PANTHER COMMUNITY CARE CENTER
CAMPUS CENTER, ROOM K-100

nystateofhealth.ny.gov 1-855-355-5777

Nassau and Suffolk Hospital Council

Assistor Tatiana Vasquez prepares to engage the community at SUNY Old Westbury's Panther Food Pantry.



Central Nassau Guidance and Counseling Services

Assistor Sophia Eveillard brings awareness of the NY State of Health Insurance Affordability Programs to a community member.

ASSISTORS IN ACTION

FROM ONE MARKETPLACE TO ANOTHER:

Assistors Table Supermarkets Throughout Boroughs of NYC

In December and January, NY State of Health assistors tabled at supermarkets throughout NYC to connect with shoppers and share valuable information about Open Enrollment, the new cost savings for 2025, and all the programs offered through the Marketplace.

By engaging directly with consumers in Harlem, The Bronx, Queens and Brooklyn, assistors provided personalized support, answered questions, and gave prizes to over 480 shoppers who spun the prize wheel. Their dedication and commitment played a vital role in helping more New Yorkers access the health care resources they need through NY State of Health.



Affordable Care Agents Assistor Merida Carlo with shoppers Lizvanelly and Mayra Flores.



Make The Road NY Assistor Sandra Salas with shopper Isabel Roman.



Make The Road NY Assistor Beatriz Vinueza with shopper Rigoberto Arriola.



Shopper Norman William with his children.



Make The Road NY Assistor Sandra Salas with shopper Norman William and children.



Make The Road NY Assistors Sandra Salas and Beatriz Vinueza with shoppers.

MEDICAID UPDATES

MEDICAID SOCIAL CARE NETWORKS:

Meeting Health and Social Needs

New York Medicaid members can now access support beyond traditional health care through local Social Care Networks (SCNs).

These regional, community-based organizations connect members to essential services addressing their unmet health related social needs—including to food and nutrition support, housing assistance, and transportation.

Members with qualifying health conditions may be eligible for personalized support based on their unique circumstances. To learn more about how to help your members access services, or refer members to Social Care Networks, visit the [program webpage](#).



MEDICAID ELIGIBILITY AND ENROLLMENT TRANSFORMATION

Building on the success of NY State of Health, the Department of Health (DOH) is expanding to assume administration of all Medicaid populations, including eligibility and enrollment decisions, from county and New York City governments that currently administer the program. This transition will begin in fall 2025 and be phased in over time.

This [digital transformation](#) will modernize the Medicaid eligibility and enrollment system, making it more accessible, technology-enabled, streamlined, and consumer-centric for Medicaid members, while improving federal requirement compliance.

By implementing best practices across all Medicaid programs, we're working toward a unified system

that benefits consumers through easier access, builds greater trust in NYS Medicaid Administration, and creates a more efficient working environment for DOH employees.

The result: a holistic health care experience that better serves all New Yorkers seeking Medicaid coverage.

ASSISTOR FORUM

ASSISTOR FORUM: Your Community of Practice

Welcome to the Assistors Forum – your dedicated space to connect, collaborate, and grow professionally.



Share enrollment strategies, ask questions, and exchange insights with fellow assistors across New York State. Join the conversation to enhance your skills and discover innovative approaches to helping consumers find the right coverage for their needs.

Best Practices for Collecting Consumer Stories

Sharing consumer experiences helps others to see the value of health coverage through NY State of Health. Follow these simple steps to ethically and effectively gather consumer stories:

1. Ask at the Right Moment

Request stories when consumers feel most positive – typically right after they’ve successfully enrolled or resolved an issue.

2. Explain the Purpose

Help consumers understand how sharing their experience could inspire others to get covered.

3. Give Consumers Control

Offer multiple sharing options (written, video, audio) and clear, simple consent processes.

4. Keep It Simple

Use conversation starters like “What surprised you most?” rather than lengthy questionnaires.

5. Show Appreciation

Thank consumers sincerely for sharing and let them know how their story makes a difference.

Assistor Trainings and Resources

Please stay tuned for announcements about upcoming training opportunities! You may also access our archive of pre-recorded webinars and many other assistor resources in the [Assistor Toolkit](#).

ASSISTOR FORUM



NEW YORK STORIES

Over 6.7 million people – approximately one in three New Yorkers – are currently enrolled in coverage through NY State of Health. This includes private Qualified Health Plans and the Essential Plan, for New Yorkers not eligible for Medicaid.

Across the state, hardworking New Yorkers have benefited from having coverage, which has been shown to improve and prevent health-related poverty, improve productivity and capital in a community, decrease unemployment levels, mitigate more expensive emergency medical expenditures, lead to longer life expectancy, and positive health outcomes for youth.

Since 2010, NY State of Health has facilitated a decrease in the state's uninsured total by over 1.3 million.

We continue to hear from heartfelt New Yorkers who have found affordable, high quality health insurance through NY State of Health.



"I'm glad I have a Qualified Health Plan from @NYStateofHealth. It helped me get back on my feet after a car accident. Don't wait, enroll today and get the care you need."

NY State of Health Consumer via Twitter



"I received excellent customer service, and now I have my insurance for another year. Even though I work full time, it is financially challenging in today's economy. This program gives peace of mind for me."

NY State of Health Consumer via Facebook



"I'd been out most of my regular work for almost a year and still managed to qualify for an Essential Plan. It's made a difference between life and probable death after my heart attack. I could never afford the required meds and follow-up visits, let alone the emergency hospital visit, without their help."

NY State of Health Consumer via Facebook



