



**In this issue:**



**Our New Look**

We redesigned our newsletter with you in mind! We know assistors are busy, so the new format allows you to get the information you need even faster. Read the newsletter from top to bottom, or click on the circles above to go directly to the story you want to read. It's that easy!

**What Does Enrollment in Your County Look Like?**

With the 2018 Open Enrollment Period complete, the Marketplace recently released county-level enrollment data as of January 31, 2018, showing that overall enrollment increased in each of New York's 62 counties. Total enrollment is now over 4.3 million, an increase of 700,000 (19 percent) from 2017. Many upstate counties saw significant enrollment gains. Enrollment in the Essential Plan and Qualified Health Plans collectively increased by 9 percent compared with 2017. Enrollment in these programs increased in 58 counties. To see county-level enrollment data for the areas you serve, click [here](#).



**More Provider & Health Plan Info for Consumers**

We're excited to share that the NYS Provider & Health Plan Look-Up tool has expanded to include more provider and health plan information. The tool now offers information on providers that participate with commercial health insurance products, and health plans through NY State of Health, including Qualified Health Plans, the Essential Plan, Child Health Plus and Medicaid Managed Care. Please click [here](#) to use the Look-Up tool as you work with clients to help them find the best health plan/provider combination to best fit their needs.



**Small Business Marketplace Makes Tax Credits More Accessible To Employers**

In response to new federal rules, NY State of Health is making changes to its Small Business Marketplace (SHOP) that will make it easier for more small employers to offer health plans to their employees and to access federal small business tax credits that make providing coverage more affordable.



Effective April 1, 2018, New York State small businesses newly applying for SHOP coverage will complete only a short application through NY State of Health and enroll in SHOP-certified plans directly with insurers. NY State of Health certified brokers and navigators will continue to be available for assistance. If determined SHOP-eligible, the employer will receive a certification from NY State of Health documenting its eligibility for federal tax credits when enrolled in any one of the Qualified Health Plans shown on the NY State of Health Marketplace. Current SHOP Employer Groups will transition to the new process upon their renewal.

Approximately 1,600 new Qualified Health Plan options will be available, with a choice of at least two insurers in each county. In some counties, employers will have up to five insurers to choose from.

Questions? Please e-mail [NYSOSHSHOPdirect@health.ny.gov](mailto:NYSOSHSHOPdirect@health.ny.gov) with subject line "Navigator – SHOP Direct enrollment."

**Success Story**

"After retiring and relocating from New Jersey to Brant Lake, New York, a woman who was beginning a new chapter in her life needed help getting health insurance.

"In search of an assistor, she left a comment on the NY State of Health Facebook page. Adirondack Health Institute responded immediately. I set up an appointment with her and within a day she was enrolled in a health plan that fit her new, retired lifestyle."

"This happy New Yorker says her move has been much less stressful knowing that she now has good health coverage."

Send your success story [NYSOHoutreach@health.ny.gov](mailto:NYSOHoutreach@health.ny.gov) with subject line "Success Story" and we may feature it in a future edition of this newsletter.



**Join Us @NYStateofHealth On Social Media**

Using [Facebook](#), [Twitter](#), and [Instagram](#), NY State of Health provides quick tips that inform consumers about accessing affordable health care. The Marketplace also uses its social media channels to share reminders about key dates and to promote events where you will be in the community.



Many consumers post to NY State of Health social media pages with questions about eligibility rules, enrollment, covered benefits, deadlines, and how to seek additional assistance. This is an opportunity to communicate with consumers..

By following NY State of Health on [Facebook](#), [Twitter](#), and [Instagram](#), you will have access to news updates, shareable content videos, and learn about activities all over the state. If you already follow us, be sure to "like" and "share" our content.

The NY State of Health Events Map shows consumers where assistors will be in the community. Add your event to the map by completing our [Events Map Submission Form](#). We revised this form to make it easy for you to submit several events at one time.



**We Need You! Upcoming Events**

**Help Us Staff These Informational Events This Spring:**

- Healthy Kids Day at YMCA - Dates available in April
- Health Fairs - Dates available in April
- Lilac Festival - May 11<sup>th</sup> - May 20<sup>th</sup> in Rochester

Watch for emails with links to sign up for these events – they provide opportunities to answer consumer questions and schedule appointments. E-mail [NYSOHoutreach@health.ny.gov](mailto:NYSOHoutreach@health.ny.gov) to join us for an event.

**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.)

**New York, NY**  
Dates: 4/10/18 to 4/12/18 (Tuesday - Thursday)  
Location: CAI, New York NY  
Address: 505 Eighth Avenue 20<sup>TH</sup> FL  
Yellow Room, Green Room  
New York, NY 10018

**Buffalo, NY**  
Dates: 4/24/18 to 4/26/18 (Tuesday - Thursday)  
Location: Hilton Garden Inn Buffalo Airport  
Address: 4201 Genesee Street  
HGI-Ballroom I  
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](mailto: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.