



**NY State of Health Exchange Modernization Grant:  
Project Abstract**

The NY State of Health (NYSOH) Marketplace is pleased to announce receipt of a \$1.1 million State Exchange Modernization Grant from the Centers for Medicare & Medicaid Services (CMS). Funding was requested to support Information Technology (IT) system development needs and consumer education that have resulted from new federal requirements under the American Rescue Plan Act of 2021 (ARPA). This funding will be applied towards efforts that are enabling New Yorkers to access ARPA's enhanced federal premium tax credits as seamlessly as possible, to ensure that eligible individuals are aware of the availability of these tax credits and how to enroll in coverage, and ultimately to increase enrollment levels among traditionally uninsured populations.

In accordance with the terms of the grant award, NYSOH will use the awarded funds to pay for a share of activities already completed, as well as for activities yet to be executed. Beginning March 15, 2021 and prior to this grant award, NYSOH completed necessary IT system work to enable eligible New Yorkers access to enhanced tax credits as soon as possible under the law. This included changing eligibility rules to reflect the ARPA enhanced advance premium tax credits (APTC); producing updated eligibility notices and emails informing consumers of their new APTC amounts; and updating the NYSOH online shopping and premium estimator tool to reflect the enhanced APTC available to consumers. Moving forward, NYSOH will use the awarded funds for ongoing ARPA-related IT system work, including changes to annual renewal eligibility rules and notices.

NYSOH will also use a share of the awarded funds for consumer education activities during the upcoming year. These activities include translation and printing of consumer education materials and a public awareness campaign to promote ARPA benefits among potentially eligible New Yorkers. Materials are translated into up to 26 languages and advertising is produced in English, Spanish, Mandarin and Haitian Creole. Advertising will run across television, digital, radio and print channels and will be targeted to demographic groups and geographic areas across New York State to reach individuals who are eligible for Qualified Health Plans and APTC. Ads will be heaviest during the Open Enrollment Period from November 1, 2021 to January 31, 2022.

<b>EXCHANGE MODERNIZATION GRANT AWARD</b>	<b>COST</b>
IT System	\$891,233
Advertising	\$200,000
Consumer Materials (translation and printing)	\$16,160
<b>Subtotal, Grant Request</b>	<b>\$1,107,393</b>

<b>STATE FUNDING</b>	
IT System	\$737,167
Advertising	\$4,340,000
Consumer Materials (translation and printing)	\$86,319
<b>Subtotal, State Funds</b>	<b>\$5,163,486</b>
<b>TOTAL EXCHANGE MODERNIZATION PROJECT COST</b>	<b>\$6,270,879</b>