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**It's Almost Time for Open Enrollment 2019  
Get Ready to Get New Yorkers Covered!**

**Open Enrollment Begins November 1, Renewals Begin November 16, 2018**

Over 95 percent of Marketplace enrollees will see no cost increase in 2019, and Qualified Health Plan enrollees not eligible for tax credits are encouraged to shop for lower cost plan options.

Once again, New York is giving consumers more time to make important health coverage decisions by extending the final deadline for Qualified Health Plan enrollment to January 31, 2019, well beyond the deadline set by the Federal government.

Thank you for all of your hard work in getting New Yorkers covered and helping to make Open Enrollment a success! Read on to learn some of the other exciting things happening at the Marketplace during our 6th Open Enrollment Period.

**Email Messages Prep Consumers for Enrollment**

The Marketplace continues its successful consumer email campaign for 2019 in both English and Spanish. A series of email messages will go out to consumers before and during the enrollment period. Emails will include:

- Renewal Reminders:
- Get Ready for Good Health in 2019- October
  - Today's the Day to Renew- November
  - Renewal Reminder- December
- Other Emails:
- Reminder to Pick a Plan (Qualified Health Plan)- November, December.
  - Reminder to Pick a Plan (Essential Plan)- Monthly, year-round
  - Deadline Reminder Qualified Health Plan, January

**2019 Health Plan Participation**

- 12 insurers will offer Qualified Health Plans (QHP)
- 16 insurers will offer the Essential Plan
- 9 insurers will offer 2,080 products through New York's Small Business Marketplace (SBM) giving employers more options to choose from than ever before.

**Games and Giveaways Spark Conversation with Consumers**

Games, like Plinko, and giveaways bring consumers to the table at events and spark conversations about the quality low-cost health insurance available through the Marketplace. Often these interactions lead to appointments and enrollments. This year, cell phone wallets have been added to our menu of items! Also available: pens, pencils, hand sanitizers, tissues, mop head pens, stress balls, sidewalk chalk, ice packs and coloring books and crayons. A shipment of print materials and promotional items to all Navigators will be arriving soon. If additional supplies are needed please use the order form available [here](#). Note that some quantities are limited. Please allow a minimum of 2-3 weeks for shipment.



**Easier Access to Tax Credits For Small Businesses**

The NY State of Health Small Business Marketplace got a boost in employer participation as a result of some changes made at the federal level that make offering health insurance to employees easier for small employers. The number of participating employers in the Small Business Marketplace has increased by over 300 percent since the changes in April and now exceeds 9,000. Today, there are nine insurers offering more than 2,000 products through New York's Small Business Marketplace.



Effective in April 2018, eligible small employers access tax credits by completing a short application at [nystateofhealth.ny.gov/employer](http://nystateofhealth.ny.gov/employer) and enroll in Marketplace-certified Qualified Health Plans directly through insurers. Small businesses have more health plan choices than ever before, and can receive the Small Business Health Care Tax Credit, if qualified.

NY State of Health will launch a statewide small business-focused marketing effort including new materials, partnerships with state agencies, and digital and print advertising. Outreach to the broker community is ongoing through webinars and in person meetings.

Check out the new Small Business Marketplace brochure [here](#).

**Thousands of Visitors  
at The Great  
NY State Fair**

More than 12,500 State Fair attendees stopped by the NY State of Health booth between August 23-September 1.

Assistors spoke with over 5,000 people, up 65 percent from 2017.

Thank you for making the fair a success this year.



**NY State of Health  
Provides An "Assist"  
at COPA Univision**



Bi-lingual assistors talked with consumers at the 2018 COPA Univision Soccer Championship tournaments on Randall's Island, August 25-26th.

Players of all ages from across the state came together to compete. Players and their families stopped by the NY State of Health booth to learn more about the Marketplace.



The NY State of Health Events Map shows events where assistors will be in the community. Have your event added to the map by completing this revised Events Map Submission Form. We've revised this form to make it easy for you to submit several events at a time.



**Find The Right Plan Using the Right Resource**

Making health insurance decisions is easier with the right information at your fingertips. Remember to refer clients to the [NYS Provider and Health Plan Look-Up tool](#) when they are deciding which health plan to enroll in or when searching for a hospital or doctor, that participates in their health plan.

**We Need You! Upcoming Events**

**Assistors Needed to Staff NY State of Health Events**

There are several upcoming opportunities for assistors to participate in NY State of Health events:

- Fall Festivals: Dates available throughout October.
- Retail Pharmacy Campaign: Opportunities to staff an informational table through January.

Watch for emails with links to sign up for these events. They provide opportunities to answer consumer questions and schedule appointments.

**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.)

**November**

**New York, NY**  
Dates: 11/7/18 to 11/9/18 (Wednesday - Friday)  
Location: CAI, New York NY  
Address: 505 Eighth Avenue 20<sup>TH</sup> FL  
Yellow Room, Green Room  
New York, NY 10018

**Syracuse, NY**  
Dates: 11/13/18 to 11/15/18 (Tuesday - Thursday)  
Location: Homewood Suites by Hilton Syracuse  
Address: 6006 Fair Lakes Road  
Pioneer Room  
East Syracuse, NY 13057

**Tell us what you think!**

This newsletter is for you, so please let us know what you'd like it to include. Write to [NYSOHO outreach@health.ny.gov](mailto:NYSOHO outreach@health.ny.gov) with ideas for articles or suggestions for your fellow assistors regarding strategies you've found that work well in your community.