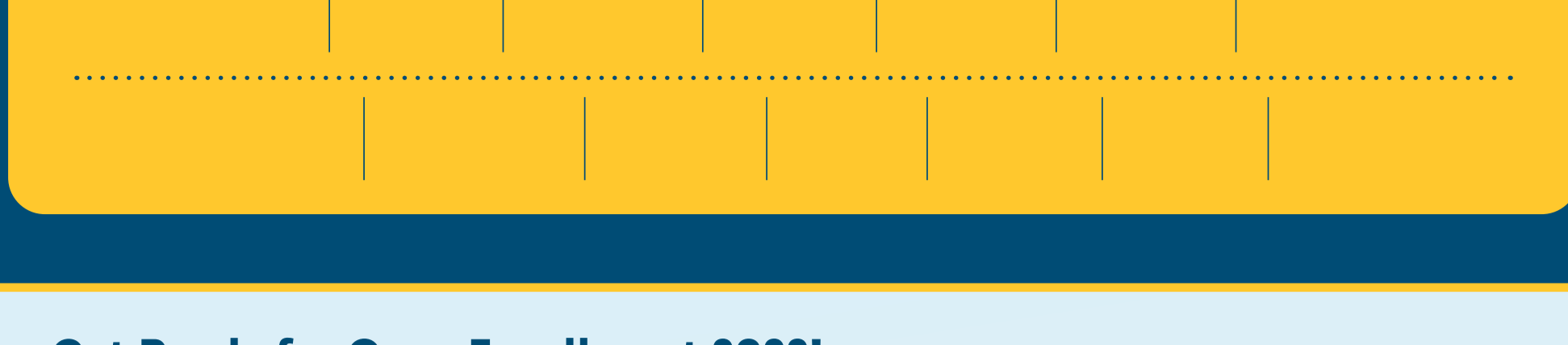




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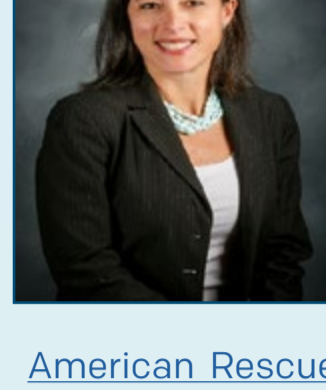
Get Ready for Open Enrollment 2022!

NEW for Plan Year 2022: Open Enrollment for coverage in 2022 Qualified Health Plans will start November 16 for new and returning consumers.

NY State of Health expects to renew coverage for nearly 200,000 households and enroll new people into coverage during the Open Enrollment Period. Current enrollees should have received their 2022 renewal notices by November 1 and may begin renewing coverage on November 16, 2021. Notices include information about premiums, tax credits, and how to select a plan.

NY State of Health enrollment now tops 6.3 million – a six-fold increase since the first Open Enrollment Period in 2014. Thank you for all your work to help New Yorkers get the coverage they need.

NY State of Health Announces New Executive Director



We are proud to announce that Danielle Holahan has been named the new Executive Director of NY State of Health. Danielle joined the Marketplace team during its early planning stages in April 2011 and has played a lead role in its development and operation, resulting in its tremendous growth over the years. She is a health policy expert with over 25 years of state and federal experience. Read the full announcement [here](#).

ARPA Financial Assistance is available for 2022

New Yorkers will continue to have access to expanded tax credits provided through the [American Rescue Plan Act](#) in 2022. This enhanced assistance is available to current and new enrollees, including higher-income individuals for the first time, helping to lower the cost of premiums for coverage. On average, tax credits have lowered the cost of coverage by \$430 per month.

2022 Plans Available for Viewing

NY State of Health will continue to provide affordable, high-quality [health plan options](#) for New Yorkers in every corner of the state in 2022. High plan participation continues to be one of the keys to the Marketplace's success.

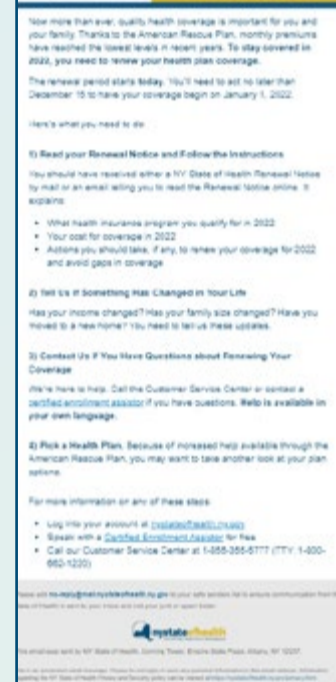
- 2022 Health Plan Participation:**
- 12 insurers will offer Qualified Health Plans (QHP)
 - 12 insurers will offer the Essential Plan (EP)
 - 9 insurers will offer Small Business Marketplace (SBM) plans
 - 8 insurers will offer stand-alone dental plans on the individual Marketplace

Learn more about 2022 QHP health plan options [here](#). Learn more about 2022 EP health plan options [here](#).

Email Messages Remind Consumers to Renew or Enroll

A series of email messages will be sent to consumers throughout the Open Enrollment Period to remind them to renew or enroll for 2022 coverage. Emails will be sent in English and Spanish. Full example can be seen [here](#).

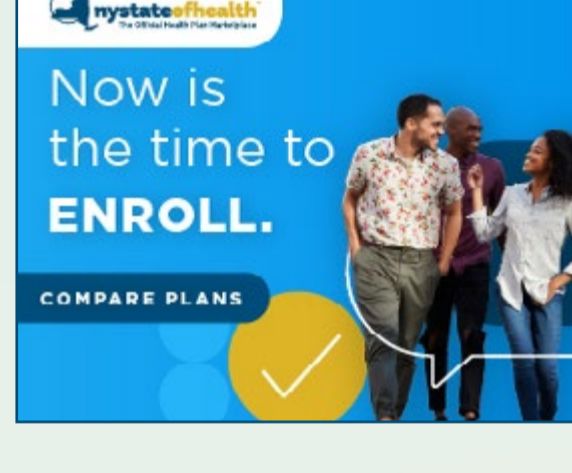
- A **"Today's the Day"** message will be sent on November 16 to encourage consumers to renew or enroll by December 15, 2021 for coverage effective January 1, 2022.
- A **"Reminder to Renew"** email message will be sent in early December to encourage consumers to renew by December 15, 2021 for coverage effective January 1, 2022.
- A **"Reminder to Pick a Plan"** email message will be sent from November through January to consumers who have either an EP or QHP determination, but have yet to pick a plan.
- A **"Deadline Reminder"** email message will be sent starting in mid-January to consumers who have not renewed or completed their enrollment to encourage them to take action by January 31, 2022, the last day of Open Enrollment.



NEW! Text Messaging Offers Marketplace Consumers Important News and Updates

A new texting campaign is being launched to allow consumers to opt-in to receive text messages from NY State of Health when completing their application. After opting in, consumers will receive text messages about enrollment deadlines and other important NY State of Health updates. Assistors can help consumers opt-in via their "Account and Identity Information Page." To opt-in, users must click "cell" for type and check the box consenting to receive text messages from NY State of Health.

Affordable Health Care is Within Your Reach: 2022 Ad Campaign Launching Mid-November



NY State of Health is launching a new advertising campaign in time for the start of the 2022 Open Enrollment Period, reminding consumers that NOW is the time to enroll in a new health plan for 2022 and find out if they qualify for expanded tax credits through the American Rescue Plan Act. Ads will run statewide across all digital media platforms: search, social and display, streaming audio/video as well as TV/radio and downstate ethnic print publications. The goal of the campaign is two-fold: reach those who remain uninsured and remind those who did enroll in 2021 to renew their coverage for 2022. Many of the ads will include enrollment deadline reminders and will be available in English, Spanish and Mandarin. New video ads can be viewed [here](#).

Outreach Campaigns Connect Hispanic and Asian Communities to Health Coverage

- NY State of Health is partnering with Univision, Telemundo, and El Diario media groups to reach Hispanic communities downstate, to educate them about the availability of affordable health coverage and increased tax credits.
- NY State of Health will participate in virtual health fairs sponsored by New Tang Dynasty and World Journal to share enrollment resources with NYC Asian communities.

NY State of Health Awarded \$1.1 Million to Enhance IT and Outreach

NY State of Health has been awarded a Marketplace Modernization Grant by the Centers for Medicare & Medicaid Services (CMS) in the amount of \$1.1 million dollars, made available by the American Rescue Plan Act (ARPA). This funding is being used to make IT system updates and enhance consumer outreach activities to improve access to health coverage for New Yorkers. Learn more [here](#).

NOW AVAILABLE: New Educational Materials and Resources

- [At a Glance Cards](#) and [Essential Plan Fact Sheets](#) available for downloading/ordering
- [ARPA Fact Sheet](#) available online for downloading/ordering
- The NY State of Health digital [Outreach Tool Kit](#) has been re-organized and updated with easy access to videos and plan selection resources for assistors and partners.



Access online materials and order printed versions [here](#).

NY State of Health Launches New and Improved Informational Site



In late October, a fully redesigned [NY State of Health](#) information website was launched offering a better, more consumer-friendly user experience that includes:

- A fresh, new look on the homepage that highlights key content
- An improved search feature to help site visitors find the information they're looking for
- New login buttons to make signing in easier for assistors, individuals, employers, and brokers

The URL of the site remains the same: <https://info.nystateofhealth.ny.gov>. All content from the previous version of the site (including the [Assistor Tool Kit](#), [Outreach Tool Kit](#), and [Spring Training](#) resources) is still available at the same URLs, as well.

New Home Care Program Helps New Yorkers Find Safe, Trained and Reliable Home Care Professionals

NY State of Health has launched a new pilot program in Nassau, Suffolk, and Westchester counties, called "NY State of Health Care at Home". This new program will help New Yorkers find safe and reliable home care professionals for themselves, their families and loved ones who need care in Nassau, Suffolk, and Westchester counties on a private pay basis. Through NY State of Health's Homecare partner, Carina, consumers will be able to find available home care professionals that best fit their unique needs and get help with tasks, like housekeeping, meal prep, bathing, and more. A digital advertising campaign "NY State of Health Care at Home" will start in mid-November. Learn more about this exciting, new program [here](#).

HELP WANTED at Fall and Winter Events

NY State of Health will be present at many events this fall/winter to promote access to affordable, quality health coverage during the 2022 Open Enrollment Period. Event announcements are distributed to assistor agency primary contacts. Please reach out to your supervisor if you are interested in staffing events. Your help is needed at the following events.

- **VAX 2 School campaign statewide initiative:** Assistors are needed to staff NY State of Health tables for the Vax 2 School community events coordinated through the New York State Department of Health located in regions of the state with low vaccination rates and high uninsured rates.
- **Supermarkets** - ShopRite will host NY State of Health informational events near the pharmacy in select stores on November 17, 2021 from 4-7pm. Sign up to staff Shop Rite events [here](#).
- **Food Pantries** will host NY State of Health informational events during the holidays to answer questions and provide enrollment assistance.

Resources Posted

Identity Proofing for Consumers: We recently notified you that the Identity Proofing forms for consumers were translated into Spanish. You can view the English and Spanish forms, along with a fax coversheet, in the Assistor Tool Kit under "Resources for Assistors." You can see the Assistor Tool Kit [here](https://info.nystateofhealth.ny.gov/assistor toolkit).

Instructions for Assistor Certification and Account Registration: The Department of Health has created a new page for individuals that are interested in becoming assistors. This page explains how an individual can sign up for and complete assistor certification training and register their assistor account. Several resources are posted here including instructions for registering for initial certification training, how to create an NY.gov username and register an assistor account, and the instructions for assistor identity proofing. You can view this new page [here](https://info.nystateofhealth.ny.gov/instructions-assistor-certification-and-account-registration).

Assistor Recertification

Our last recertification webinar on the [NY State of Health Updates and 2022 QHP and EP Line Up](#) was held on October 27, 2021.

As a reminder, all assistors must recertify annually. This means that each assistor must have viewed each of the six webinars delivered between April and October of this year. An additional training for supervisors must also be completed by at least one person per agency. In the middle of November, assistor agency supervisors will receive a spreadsheet that includes the names of each assistor. This spreadsheet must be filled out with the dates in which each assistor viewed the mandatory webinars and returned to the Department of Health. More information regarding how to report compliance will be forthcoming.

If you have not done so already, you can view each of the required webinars by navigating to the following link: <https://info.nystateofhealth.ny.gov/springtraining>.

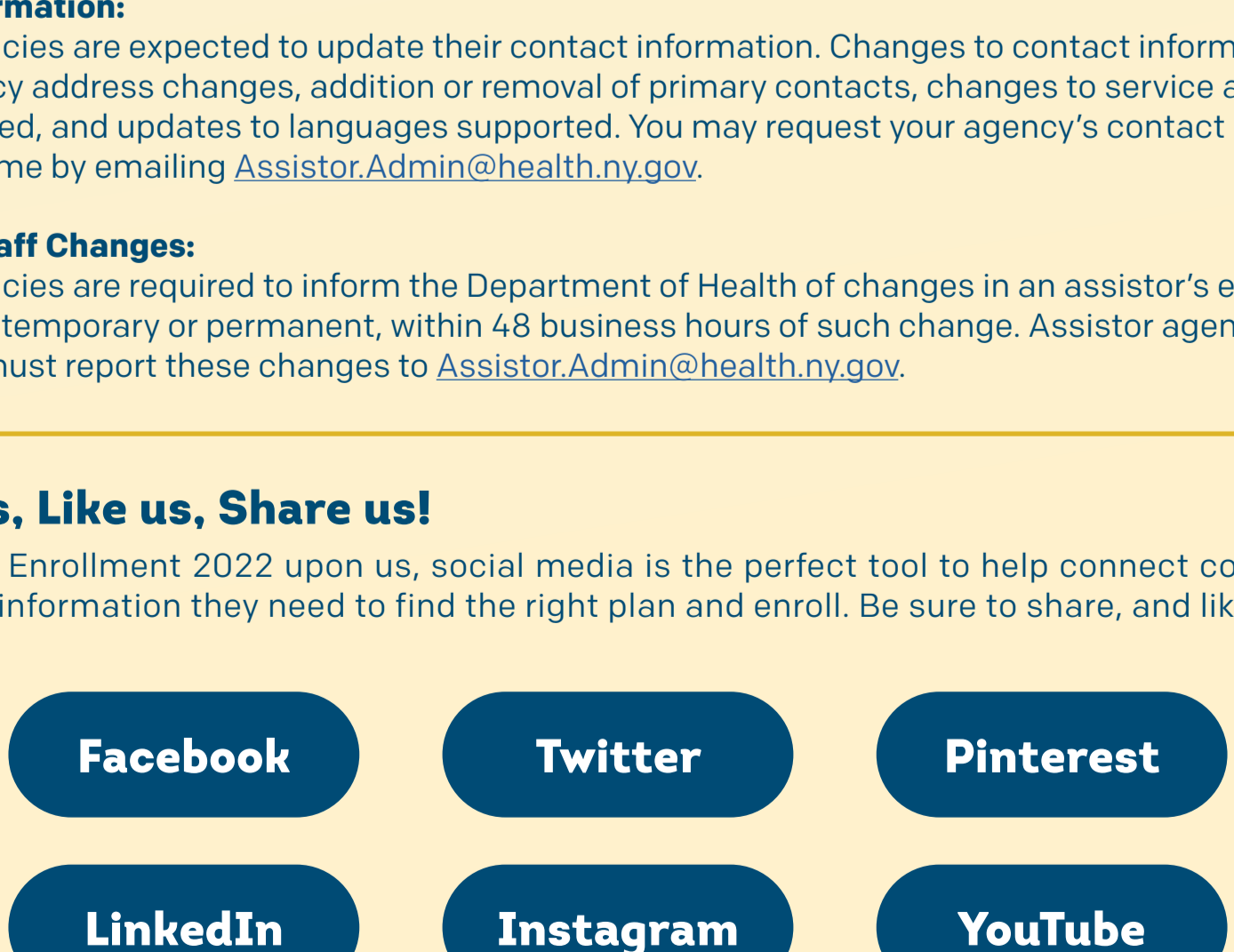
Reminders for Assistor Agency Supervisors

Contact Information: Assistor agencies are expected to update their contact information. Changes to contact information may include agency address changes, addition or removal of primary contacts, changes to service area such as counties served, and updates to languages supported. You may request your agency's contact information form at any time by emailing Assistor.Admin@health.ny.gov.

Reporting Staff Changes: Assistor agencies are required to inform the Department of Health of changes in an assistor's employment status, either temporary or permanent, within 48 business hours of such change. Assistor agency supervisors must report these changes to Assistor.Admin@health.ny.gov.

Follow us, Like us, Share us!

With Open Enrollment 2022 upon us, social media is the perfect tool to help connect consumers to the important information they need to find the right plan and enroll. Be sure to share, and like us!



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 with ideas for articles or suggestions for your fellow assistors regarding strategies you've found that work well in your community.