

CSHCS INFO #14-2013 - RE: ACA Message for MCHB Grantees
Wed 6/26/2013

Please do not respond to this email. If you have any questions please contact Karla McCandless.

Dear Grantee,

When the [Affordable Care Act](#) was signed into law in 2010, it carried with it a promise of expanding access to quality, affordable health coverage for millions of American families and small businesses. This week represents an important step in our efforts to start delivering on the promise of expanding access to quality, affordable health coverage for millions of Americans as we ramp up enrollment efforts and launch a new set of educational tools that will help Americans learn about their new options and get signed up for coverage.

Beginning October 1st, a new Health Insurance Marketplace will open in every state, giving Americans a whole new way to shop for health insurance. For the first time in the history of the private insurance market, consumers will be able to go to one place to check out their coverage options, get accurate information in easy-to-understand language, and make apples-to-apples comparisons of plans before they make their decision.

This week, we're taking several additional steps to ensure Americans will have better health insurance choices this fall. First, we're launching the new and improved [HealthCare.gov](#), which will be the Marketplace's online home starting in October. For Spanish speaking consumers, [CuidadoDeSalud.gov](#) has also been updated in preparation for the Marketplace. Right now, families and small business owners can visit [HealthCare.gov](#) to start getting ready for open enrollment on October 1st. Over the summer, the site will continue to add new functions that will allow consumers to shop for qualified health plans that fit their budget with less hassle. We're also opening a consumer call center that will be open 24 hours a day, seven days a week. This toll-free service will help answer questions, and starting in October it will provide personalized assistance for callers who are filling out their application or selecting a plan.

We encourage you to assist your beneficiaries in obtaining information about these changes and enrolling in available sources of insurance through the Health Insurance Marketplace. Please share information with your beneficiaries about these options and assist them, to the extent it is an appropriate activity under your grant. Thanks for helping us spread the word about the Marketplace – we can't do it without you!

- **Spread the word:** [HealthCare.gov](#) is the destination for the Health Insurance Marketplace. Americans may now access new educational information and learn what they can begin to do to get ready for open enrollment this fall. The website will add functionality over the summer so that by October, consumers will be able to create accounts, complete an online application and shop for qualified health

plans. Direct patients and partners to HealthCare.gov to learn about the Marketplace, with hundreds of pages of new information to prepare for enrollment. Also available in Spanish at CuidadoSalud.gov.

- **Call Center:** Direct consumers to the Health Insurance Marketplace (CMS) call center at 1-800-318-2596 (TTY: 1-855-889-4325). The call center is available 24/7 in 150 languages to answer questions to help Americans prepare for open enrollment and ultimately sign up for private health insurance.
- **Social Media:** Connect to HHS social media channels!
 - Joining the discussion on Facebook at Facebook.com/HealthCare.gov or Facebook.com/CuidadoDeSalud.gov
 - Following Healthcare.gov on [@HealthCareGov](https://Twitter) or [@CuidadoDeSalud](https://Twitter)
- **Infographics and Videos:** Post [infographics](#) and [PSA video websites](#) and run on short-circuit TV networks in waiting rooms of offices and on agency YouTube channels. Urge partners to do the same.
- **Widgets and Badges:** Post the [NEW Marketplace widget and badges](#) on agency websites and consumer facing sites and send out through social media. Encourage partners to do the same.
- **Share Resources:** Get the latest resources on the Marketplace and helping people apply at <http://marketplace.cms.gov/>. Share these resources, including brochures, fact sheets, posters, postcards, and checklists, with consumers and patients you serve.