Affordable Care Act Engagement Guide: Ways You Can Help Amplify Open Enrollment (November 15-February 15)

On March 23, 2010 President Obama signed the Affordable Care Act into law, putting in place comprehensive reforms that improve access to affordable health coverage and protect consumers from abusive insurance company practices. During the last open enrollment period, thousands of federally funded Navigators, Certified Application Counselors, organizations, and volunteers worked in partnership to enroll millions in affordable, quality health insurance plans through the Marketplaces and through expanded Medicaid programs. 7.3 million Americans are enrolled in Marketplace plans and accessing quality, affordable coverage. More than 8 million additional individuals are enrolled in Medicaid and CHIP compared to last fall. Also because of the Affordable Care Act, millions of young adults under 26 have been able to access coverage by staying on their parent’s plan. All combined, in just one year, we’ve reduced the number of uninsured adults by 26%.

Additionally, seventy-six million Americans with private health insurance are getting preventive services such as vaccines, cancer screenings, and yearly wellness visits for free. This includes nearly 30 million women and over 18 million children. And millions of families are more financially secure, as insurance companies can no longer deny them coverage because pre-existing condition or because they reach an annual or lifetime limit in coverage.

Entering the second enrollment period, we know there are still many Americans we want to educate about the benefits of coverage and work to enroll. You can play a critical role in helping to provide millions more with access to affordable health insurance, as well as re-enroll those who are currently signed up. This will take every effort from last year’s open enrollment period, and countless more individuals and organizations, dedicated to every American’s having access to quality and affordable care.

Here Are 5 Ways YOU Can Help:

☑ Become a Certified Application Counselor

If your organization is a community health center or other health care provider, hospital, a non-federal governmental or non-profit organization, and would like to help by training staff to assist people applying for coverage through the Marketplace, you can apply to be a Certified Application Counselor (CAC) organization. As a CAC organization, your staff and volunteers will help individuals understand, apply, and enroll for health coverage through the Marketplace. Your organization must agree to make sure that designated individuals complete required training, and that they comply with privacy and security laws, and other program standards.

Visit the below link to find out more!

Become a Champion for Coverage
Champions for Coverage are public or private organizations and businesses that are promoting the Health Insurance Marketplace in their communities. Champions engage in various educational and outreach efforts, like leveraging Marketplace materials and resources, hosting in-person or virtual educational events, participating in social media, distributing materials to their consumers, and providing space and resources for enrollment events.

Champions have been integral in connecting millions of consumers to health care benefits in the Marketplace. Organizations that are already conducting Marketplace outreach, or wish to be involved can voluntarily sign up to become Champions by filling out an online form.

Visit the below link to find out more!

Host an Enrollment Event With a Navigator
Federally funded navigators are always looking for locations to host enrollment events. If your organization has a location or site that you think should serve as an enrollment location, get in touch with these organizations to begin planning an enrollment event.

For a full list of Navigators in the Federally Facilitated Marketplaces, visit the below link:

Use Social Media, Membership Lists, and Existing Events to Amplify
Millions of Americans are still uninsured, and some of them visit your website, are or know members of your organization, and attend your events. Inform them of their options by amplifying open enrollment (November 15, 2014 - February 15, 2015) through social media, membership lists and at your existing events.

For printed and electronic materials, visit the below link:

Join Your Local Coalition
The Department of Health and Human Services has dedicated Regional Directors who provide local resources and coordinate local efforts in cities and states across the country. They convene regular coalition meetings of individuals and organizations committed to educating and enrolling members of their community. By becoming a member of your local coalition, you and your organization can become an active part of the planning process for enrollment activities in your community.

To find your HHS Regional Director’s information and join your local coalition, visit the below link:
http://www.hhs.gov/iea/regional/index.html
Name: ____________________________________________________________
Organization: ______________________________________________________
E-mail: ____________________________________________________________
City: ___________________________ State: ____________________________
Local or National Organization? _________________________________
My organization will:

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