



STATE OF NORTH CAROLINA
DEPARTMENT OF HEALTH AND HUMAN SERVICES

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October 30, 2017

DEAR COUNTY DIRECTORS OF SOCIAL SERVICES

RE: Outreach Leading Up to Health Insurance Open Enrollment Period (Nov 1-Dec 15)

The Affordable Care Act made health insurance available for millions of families across the country. While North Carolina has not yet expanded access to Medicaid under the health care law, more than half a million North Carolina residents get coverage through the Health Insurance Marketplace.

The Health Insurance Marketplace (at HealthCare.gov) serves people who don't get coverage from their job, and offers financial assistance for families with incomes from 100% to 400% of the Federal Poverty Level. With this assistance, most who buy coverage on the Marketplace pay less than \$75 per month.

While more than 600,000 North Carolinians have signed up for coverage through the Marketplace, many more who could benefit have not enrolled. This year the window of time for enrollment is shorter than previous years: **Individuals can only sign up for coverage between November 1 and December 15 of 2017.** This window is called "Open Enrollment" for the Marketplace.

Though DHHS is not involved in the Health Insurance Marketplace, we serve hundreds of thousands of people that may not be able to access health insurance otherwise. **Therefore, we are asking that you join this effort to help the uninsured people we serve know about Open Enrollment from November 1 to December 15.** On the following pages is a list of actions that county departments of social services can take to promote signing up for coverage during Open Enrollment. Please review and identify the best opportunities for your agency to help.

If you have questions about this effort, please feel free to reach out to Wayne Black, Division of Social Services Director by email Wayne.Black@dhhs.nc.gov.

Thank you in advance for supporting this effort.

Regards,


Michael A. Becketts
Assistant Secretary for Human Services, DHHS

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AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

- 1) **Physical locations:** At any physical location where members of the public interact with your agency, consider posting or displaying the following materials between November 1 and December 15.

Poster that can be printed: <https://marketplace.cms.gov/outreach-and-education/get-health-insurance-2018.pdf>

Graphic that can be display on digital screens in waiting areas or on computer screens: <https://marketplace.cms.gov/outreach-and-education/need-health-coverage-postcard.pdf>

Alternative graphic: <https://marketplace.cms.gov/technical-assistance-resources/logo-and-infographics/4-ways-to-get-marketplace-coverage.pdf>

One-page handout that can be printed and distributed: attached.

- 2) **Call centers:** For any call center used by members of the public, consider including a message about Open Enrollment from November 1 to December 15. A variation of the following message can be used:

"Need health coverage? Don't miss out. You have a chance to enroll in health coverage until December 15, 2017. For more information, visit HealthCare.gov or call the Marketplace Call Center at 1-800-318-2596."

- 3) **Agency website:** Include a link to HealthCare.gov on your website homepage. The federal government may make a widget available in the coming weeks, or use a variation of the following text:

"Need health coverage? Don't miss out. You have a chance to enroll in health coverage until December 15, 2017. For more information, visit HealthCare.gov or call the Marketplace Call Center at 1-800-318-2596."

- 4) **Specific programs:** Consider programs run by DSS that predominantly serve families with incomes between 100% and 400% of the Federal Poverty Level (\$12,000 to \$48,000 for an individual or \$25,000 to \$98,000 for a family of four). If you have programs that serve this population, consider conducting specialized outreach like adding information to an email newsletter or including it in a scheduled mailing.

You can use any of the language or graphics above.

- 5) **Large community events:** If you host or participate in a community event between November 1 and December 15 that primarily serves families who could benefit, consider inviting an enrollment worker (from an NC non-profit organization) to participate in the event. You can visit the NC Get Covered Connector to find local help in the event area, or DHHS is happy to assist you in connecting with a local enrollment staff.

NC Get Covered Connector: <https://www.ncgetcovered.org/>

- 6) **Partner outreach:** Ask your partners and other departments in your county, especially those that interact with target populations, to take these same steps. Additionally, you may consider asking an enrollment worker to set up information tables in the lobby of buildings where your clients receive services.