

Centers for Medicare & Medicaid Services  
Marketplace Open Enrollment Weekly Partner Meeting  
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WEBINAR LINK: [https://cms.zoomgov.com/rec/share/gU-kAKmXS55iDOoKK0q4R0kT3kaOX9f-jex0maS0gmd\\_359hita\\_FwA\\_u3MD8tkv.PoTTEGNK5tDjwNM6](https://cms.zoomgov.com/rec/share/gU-kAKmXS55iDOoKK0q4R0kT3kaOX9f-jex0maS0gmd_359hita_FwA_u3MD8tkv.PoTTEGNK5tDjwNM6)

>> BETH LYNK: Hello, and welcome! We're going to get started in a moment. I am seeing the numbers tick up. So, welcome. Thanks for joining us in the collective room. We're going to get started very shortly. Thank you so much to everyone for joining us. We're going to give it a moment for everyone to join. And as we see the numbers slow down, I will just note for folks that we are going to be recording this session. And so, we thank everyone for jumping on. And it looks like we're slowing down. So, why don't we go ahead and get started?

In a moment, you'll see a notification that we're recording this meeting. If you have any concerns or flags about the fact that we're recording, please feel free to put a note in the chat and our moderator will follow up with you.

>> Recording in progress.

>> BETH LYNK: Welcome! Thank you so much for joining us for this Week 1 kickoff for our weekly Partner Engagement Call Series for the open enrollment period. This is OE 9, and we're really excited to be here with all of you to get the word out for this biggest and most affordable open enrollment period yet.

It is an absolute privilege to introduce our kickoff speaker to provide some words of encouragement and some remarks at the start of this, and that is Christen Linke Young, who is the Deputy Director of the Domestic Policy Council at the White House and a real champion for affordable health care coverage and for the Affordable Care Act, and certainly, all things open enrollment. So, I'm going to turn it to Christen and then we'll go with our agenda.

>> CHRISTEN LINKE YOUNG: Great! Thanks for that, Beth. And hi, everybody. As Beth said, I'm Christen Linke Young, deputy Director of the policy council and Deputy Assistant to the President for Health Care. This past Monday marked the first day of open enrollment, and I am so excited to have a few minutes to check in with community partners like yourselves who are working tirelessly to get more Americans enrolled.

We all know that the pandemic has exacerbated a longstanding health inequity, and that's why we want to make sure that every American has proper access to care.

Since taking office in January, this administration has prioritized access to health care for everyone in the country. That's why earlier this year we opened the marketplace special enrollment at [healthcare.gov](https://healthcare.gov), and in six months, thanks to the tireless efforts of many on this call, nearly 3 million people enrolled in new health coverage.

Our commitment to health care was also reflected in our work to pass the American Rescue Plan, which included the first investment in health care affordability since the ACA passed more than ten years ago. Thanks to the American Rescue Plan, this will be an open enrollment period unlike any before, because health coverage is more affordable than ever and more people qualify for financial assistance.

The prices for health insurance have never been lower, and there are two important things to remember during this open enrollment period: First, four out of five consumers can now find a plan for under \$10 a month; and second, people who are over 400% of the federal poverty limit who didn't used to qualify for assistance before now are able to get financial assistance because of the ARP, and on average save hundreds of dollars a month.

We want to continue building on this momentum and making sure that record-breaking numbers of Americans are getting insured. That's why we're doubling down on our commitment during this upcoming open enrollment period. And so, I want to share a little bit about some of the initiatives that make this open enrollment campaign so robust.

First, this year, four times as many navigators, around 1,500 of you, will be available for consumers who use [healthcare.gov](https://healthcare.gov) during the 2022 open enrollment period. Consumers have access to a navigator in nearly every county in federal marketplace states. In total, there are over 5,500 assisters today, including navigators and certified navigation counselors as well as other

assisters, alongside 48,000 agents and brokers. This is the biggest footprint, you know, of wide assistance for any open enrollment period.

We've also relaunched our Champions for Coverage program, which includes more than 2,100 local organizations that are committing to providing outreach and education about the marketplace and how consumers can enroll in coverage, lifting up and really expanding upon the work that our tireless assisters do. We're also launching a robust advertising campaign to get the word out that focuses on reaching the uninsured and provides air coverage to the folks in communities across the country. Our campaign features real consumers telling their stories.

And for the first time, we'll be advertising in six new languages -- Mandarin, Cantonese, tag log, Vietnamese and Korean, in addition to our advertising in English and Spanish.

The campaign features stories of actual families who have come in through [healthcare.gov](https://www.healthcare.gov) and enrolled in coverage, like Katherine and Gavin from Woodlands, Texas, a married couple with a family plan where they pay \$57 a month with financial assistance.

We've also made it easier for consumers to sign up for coverage. Consumers have more plans to choose from this year, and we've given folks an extra month with an additional month on the open enrollment period so that folks have until January 15th to shop for quality, affordable health insurance.

But of course, the real work is just getting started, as all of you dig in and buckle up to reach every consumer you can find over the next ten weeks. Over the years, I've had a number of opportunities to visit enrollment sites across the country, and I've seen firsthand how challenging it is to help families navigate their options in a really complex American health care system, and I've also seen how rewarding that moment can be when you show someone that health insurance is actually affordable for them.

We here at the White House are so appreciative and so proud of all that you do in communities to reach those folks, and we look forward to remaining a partner throughout this open enrollment period in the years to come.

And with that, I think I will hand it back to you, Beth.

>> BETH LYNK: Thank you so much! And thank you so much for joining us. We are really excited. And thank you for kicking us off.

As we get into our agenda, we are going to hear a number of resources that are available to you and also hear from a number of key partners, navigators, and in the weeks ahead, to hear kind of some of the activities that are happening or planned around the country, and hopefully, to spark some ideas about how we get the word out, as Christen just outlined.

So, this will be a weekly series. What you're going to expect every week is, normally, what we'll do is we'll kick off talking about how numbers are going so far and give you a progress update on the marketplace. Then we'll go into some partner spotlights and then talk about our message of the week and what's coming up for the week ahead, particularly focusing on the upcoming weeks of action.

So, with that, I am going to our next speaker, which is Ben Walker, who is the Director of the [healthcare.gov](https://www.healthcare.gov) marketplace to give an update quickly on how things are going so far, and maybe an early idea of how things are going on the numbers side. But then, usually on a weekly basis, we'll have this for you, as we're going to be releasing the numbers snapshot just before we all talk every week at 3:00. Ben, I'll turn to you.

>> BEN WALKER: Yeah, good afternoon. So excited to be here with all of you today. This is Day 4 of the ninth open enrollment period and I'm happy to report that, so far, things are going quite smoothly in terms of operations. Just looking back a few days, overnight on October 31st, which some people call Halloween, but we call Open Enrollment Eve here, we completed our final preparations and opened things up just after 7:00 a.m. on Monday. Since then, we've seen new and returning consumers showing up to apply and enroll, and our system monitoring has indicated we've got plenty of capacity left as consumer traffic increases as we get closer to the deadline.

Now, once again, during OE, we're focused in parallel on getting new consumers to show up and apply and enroll and also in getting our existing enrollees to return, update their information, and make sure they have the right plan for that.

Now, as you all know, this year's a little bit different for a few reasons, one of which is that, thanks to all the good work you did in the spring and summer on the 2021 SEP, we have a lot of folks newly enrolled, which brings me to two key messages I've mentioned before but I

wanted to highlight again in the short time I have because I know you can all help spread these widely

The first is while open enrollment is extended, December 15th remains the deadline for most of to get coverage for the year. We're excited about the extra month of open enrollment, but I want to make sure consumers looking for coverage for the whole year know that December 15th is the deadline for them.

The second, which is about the success of the 2021 SEP, we want to make sure that folks who enrolled, some as late as mid-August, know that despite having enrolled just a few months ago, they really should come back over these next six weeks and make sure that they are all set for 2022. This may be a little bit non-intuitive for some folks, particularly if they aren't terribly familiar with the marketplace or with commercial health insurance, and so, we really appreciate the work that you will do to stress this, because we know that when consumers actively re-enroll, that means they're more likely to have the right eligibility and the right plan for the upcoming year. So we'll look forward to staying in touch with you on these key messages and others as we check in on a weekly basis, and we'll be excited to share some of our early data next week.

So, with that, I'll turn it back over to Beth as well as to Lisa Carr from our Office of Communications, to tell you a little bit more about our campaign, our theme weeks, and some of the resources we have available.

>> BETH LYNK: Thank you very much. And so, I'm going to turn it to Lisa Carr from our Partner Relations Group to talk through some of the resources that are available to you all and some key calls to action and key actions for folks to take.

I did want to note that we have the Weeks of Action. I think we dropped the document in the chat. So, if you haven't seen the full forecast of the Weeks of Action, take a look at that. We want to plan ahead with you. But I'll turn it to Lisa Carr, who is in our Partner Relations Group, to talk about resources and activities.

>> LISA CARR: Perfect! Thank you so much! And I'm going to make sure that you get all the information you need about these upcoming Weeks of Action. And so, as you may know, this coming week is focused on the Black Americans Week of Action, Veteran's Week of Action and Disability and Pre-existing Conditions Week of Action. And you can see the following week we have some really important Weeks of Action that we'll follow up with you next week.

We have a Theme Week Toolkit that we're going follow up with you. Here are some of the key graphics, and we have talking points that we'll be sending you. We have a Champion for Coverage Program that we want to make sure you know about. If you're not a champion, we hope that you would become a champion organization that really reaches out to those vulnerable and hard-to-reach folks in your communities, people that need health insurance, either because they're uninsured or they're underinsured. And we know that you're trusted partners. People trust you and they want to hear from you about the importance of getting enrolled and why it makes such a difference in people's lives. So, the Champion for Coverage is something that we have highlighted on our websites.

We have many resources that are for you. They are free. And we want to highlight the Event in a Box. The Event in a Box is physical materials. They are toolkits that we can send you, if you're interested in sharing information in your community. And it includes posters, two different kinds of stickers with QR codes; it includes fact sheets, brochures and conference cards. It even includes a document that's a fillable, so you can fill in where your enrollment or outreach event is located, your contact information, and it has five different ethnicities: Caucasian, Latino, Native American, Black American, and NHPI. So, lots of great resources for you we want to make sure you have. They're all here on our partner website. You can see the website is [marketplace.cms.gov](https://marketplace.cms.gov). And if you go there, you'll go to the Outreach and Education page and then Tools and Toolkits, and you will see our Partner Toolkit. We have the physical Event in a Box, and to get that, we're encouraging that champions get that first, because we want to have that available for all champions. So, please, become a champion. You can apply right here on the bottom link of our page. We'll send you these PowerPoints to follow up and the links for you. So, become a champion, then order your Event in a Box by emailing us at [champion@cms.hhs.gov](mailto:champion@cms.hhs.gov). You can also just go ahead and submit that form online. We're going to show you where that is. So, when you become a champion, we're going to follow up with you.

We have a virtual partner toolkit on our website, which has all kinds of great information,

everything that's in the physical Event in a Box, along with talking points, social media, and other promotional materials, like drop-in articles, et cetera.

We have a very helpful calendar of events. That's a brand-new resource, and we encourage you to go there to check out what we have coming up. It includes the links to these calls, to RSVP, so you can share that with others. What are some of the commemorative weeks and days that are really important? It's all right there, right on the calendar of events right on our website.

You can find local help. You can click on this link here to connect with navigators and certified application counselors and other assisters. We have the List of Champions for Coverage, the Navigator Contact Awardees. We have a reference sheet with lots of helpful resources, websites, key messages for you to use. We have the Champions for Coverage mailbox here at [champion@cms.hhs.gov](mailto:champion@cms.hhs.gov), and here's the application form. We really encourage you to become a Champion for Coverage. We also have a new champions cover page. This links to that new cover page. We're really excited about that.

So, here's the physical Event in a Box order form. It includes really helpful information. You can order the box in English, in Spanish, or a half-and-half mix. The boxes can be ordered in small, medium, or large. There is a fillable conference card that can be customized with those five different ethnicities: African-American, Hispanic, Asian American, Native Hawaiian and Pacific Islander, Native American and Caucasian or White. Or you could do a mix of them. And so, the form does allow you to choose which mix you would like for the population that you're reaching out to.

The boxes will consist of a welcome letter, fact sheets, fillable flyers and fillable conference cards, again, in those ethnicities, a conference card with basic information, and a poster. A lot of our materials have the affordability language. Four out of five consumers can get a plan for \$10 or less. We know that's really important for folks. So, a lot of these materials do have that important information included.

And then we have two new sets of stickers. These have QR codes on them. And for the online, it shows you which Avery box you might need to order to print them out. They include links to [healthcare.gov](https://www.healthcare.gov) and Find Local Help, the two most-used links that we have as we help people to enroll.

So, we hope that you would reach out to us at [champion@cms.hhs.gov](mailto:champion@cms.hhs.gov). If you have any questions or want to order an Event in a Box, or if we can help with any other information about this current open enrollment period. And I will stop with that. Thank you.

And now we would like to turn it over to our next speaker. Joi Chaney is can the National Urban League. Welcome, Joi!

>> JOI CHANEY: Thanks so much, Lisa. And thank you to Beth and all of our friends at CMS, straight down from the Administrator. We are so glad to be on and talking about how excited we are and our affiliates are, 90-plus affiliates across the country in 300 communities and just how excited we are to get people enrolled in this open enrollment period, and for them to understand the changes and the differences.

You know, we know that this administration has done a great job of making improvements, and we're so thankful for the American Rescue Plan and the improvements that are made, but a lot of people remember yesteryear, right, and how difficult or how expensive it was. And so, we want to make sure that, especially after this COVID-19 period where our COVID-19 assessment shows that there have been significant gaps in coverage, as well as in African-Americans going to get services for, you know, just regular checkups, preventive care, all of the work that so many of us puts in to pass the ACA so that we could have better health outcomes for all communities, including within the black community. We've really seen that that's taken a hit during this COVID-19 period.

COVID-19 exacerbated, but didn't create, all of these gaps, but it certainly widened them. So, we want to make sure that people understand the changes that have been made, the improvements that have been made, and that they know how to get back insured.

As I mentioned before, we recently did a COVID-19 assessment along with -- we commissioned it with the CBC and along with researchers across many different demographics, and we'll be happy to share that with you all. But we saw that for African-Americans, almost 60% of our respondees had not seen a health professional in the 12 months prior to their responses. They had rated their health, 24% as either poor or fair; 16% needed help navigating

health systems; and then so many had underlying health conditions: 23% hypertension, 13% asthma, 11% lung disease, 11% heart attack, and 10% diabetes. So, we know, as was said at the top of the call, you know, nothing is more important than this moment.

So, that is why we are going to be asking all of our affiliates to get out there, and through all of their services that they provide, reaching almost 2 million people per year with our direct services, making sure that they are also letting people know, you've got to get signed up for health care.

And I'm so glad -- that's right -- I just saw in the chat that Urban League of Broward County Who is one of the ACA navigators who will be leading the charge for the State of Florida, is also engaged in this effort, as well as many of our affiliates who are champions on that list. And we're going to try to make sure more are as well. But whether they are official champion or not, or whether they are a navigator, we are asking them to reach out to folks as they do their direct services work and and make sure that they know about the ACA rules, regulations, opportunities, how much easier things are, how much more affordable it is, the deadlines. Thank you. I can't remember who clarified, but thank you for making clear that even though it's extended to January 15th for people who want coverage throughout the year, they need to say December 15th as their deadline, making sure that people understand those nuances, much in the same way we've done across other things that have come out of the American Rescue Plan, like child tax credit. So, we are really just using our entire footprint to let the Urban League movement know that these are the rules for getting signed up and that it is much easier than perhaps they remembered it. And I think it's also a great note that for those who are signed up, they should use this as an opportunity to check their coverage, make sure they have everything that they need, and that we have made the website, that we've made access. So much of what we hear back is, "it's difficult, it's cumbersome, I don't understand," but we know that much of that has been improved, and we want people to give it a second chance and to go on back and to see if they can get, you know, get coverage.

And so, it's really important for the National Urban League. It's a priority. One of the other exciting things for us -- then I'll wrap it up and pass it on to Susan -- is that we also have hired new folks at the National Urban League who are focused on health equity. So, we have Dr. Lydia Isaac, who I know is no stranger to the health care community, who is now with us in our Program Team, who is doing this work. And we are very excited about her addition. And what this allows us to do is to really deepen our footprint in the National Urban League in terms of health. And so, we're excited to be in partnership with you, excited for those who are navigators, excited for those who are champions, and for those who are going to utilize the Events in the Box and the tools that have already been circulated. And we will circulate them even farther and wider to make sure that they are actually reaching out and they know how easy it is to let people know the resources that are there for open enrollment, and that is beginning next week with the Black Week of Action. Thanks so much. Susan, I'm going to turn it over to you.

>> SUSAN PROKOP: Thank you. Sue, Joi, and thank you, Lisa, and all of the folks at CMS for inviting PVA to participate in this broadcast. Paralyzed Veterans of America is very pleased to be a part of this. PVA is a national veterans service organization representing veterans with spinal cord injuries or diseases of the spine, and whether or not they were acquired in military service or outside military service. So, we represent veterans with disabilities, both service-connected and non-service-connected.

And I will just start out by saying, there are 18 million veterans in this country, but only a little less than 9 million are enrolled in the veterans health care system. Veterans sometimes access Tricare or Medicare or Medicaid or private health insurance. But for a variety of reasons, many veterans are not in the VA because they prefer not to go to the VA or they don't qualify for VA health care for various reasons.

In fact, a Harvard Public Citizens Study published just about a year ago -- October 2020 -- found that there are 1.53 million uninsured veterans in the U.S. So, they are obviously good candidates for the marketplace. And it's also important to remember that veteran caregivers -- spouses, children, parents, family members, friends, they are largely ineligible for VA health care. The Elizabeth Dole Foundation estimates that there are some 5.5 million caregivers for veterans in this country. And while not all of them are uninsured, many of them are, and I will just relate a story that was brought to us back in 2017, when the Affordable Care

Act came under some threat. We reached out to our membership and heard from one of our members -- I'll call him Joe. Joe contacted us and explained, he had VA health care, but his wife, who was his principal caregiver, was uninsured for a good long time until she found coverage in an Affordable Care Marketplace health plan, and he was so grateful for that and recognized what an important role the marketplace played in taking care of the people who take care of veterans.

So, I encourage people in their communities to, this week, as we celebrate Veterans Day, to talk to your veteran friends and family to make sure they're covered in some health care plan, and if they're not, make sure they get enrolled in an Affordable Care Marketplace plan. Or same thing goes for their caregivers and family members and dependents.

And right now, then, I will turn the podium back over to the CMS folks. Thank you so much.

>> GIAN JOHNSON: Hi! Good afternoon, everybody. My name is Jian Johnson. For those of you who don't know me, I am Director of the Division of the Sister Program. We run the programs in the 30 SSM states for grants and counselor organizations.

So, I am going to talk a little bit just about some of the resources that we have available to you all that you might not be aware of or might need a reminder about. We're really excited. I know you all have been hearing how excited and supportive this administration is of the Navigator Program, but I also want to take a minute to highlight all of our wonderful certified counselor organizations. We have a little over 1,200 organizations across the 30 states. You also have also been doing an amazing job partnering with navigators in our FFM states. You have a huge body of assisters training in our navigators and they're still working through training and I get daily updates, and it's great to see. We're at almost 7,000 now. So, I really thank you all. I know there are some system issues with getting through the training, but I thank you all for your commitment to that and just your work and your commitment to this work, working with consumers.

One of the resources that I wanted to make sure that, once you are trained, you're ready to help people, that consumers can find you and that you're updating your listings, and Find Local Help, I know the link has already been shared in the chat with where Find Local Help is, but if you're a navigator or CC organization, there's an upkeep tool. And I actually just put the link for that in the chat as well. That's where you will go and you can add your listing or change it. If you had maybe hadn't updated it for open enrollment yet.

There's about a 24-hour to 48-hour lag time, but this is something that we hear about a lot. Why isn't my listing showing up immediately? There is a little bit of a lag. So, if you submit it and you don't see it immediately, that's why.

The other thing that we've been seeing a lot of, and that is delaying the listing displaying, is when you associate yourself with either a navigator or a CEC organization. The check that's going on is to make sure that you're actually affiliated with one of those organizations. So, the link was also shared in the chat earlier, for where you can find our 2021 Navigator Grantee Organizations. We've been having a number of CAC organizations recently say that they're navigators, and that's delaying some of those postings going up, so, please, make sure you're associating with the right organization so we can get those up timely.

I also want to remind, if you don't know, our agent broken community, if you all have listings that you want to update, want to post on Find Local Help, you do those through the Marketplace Learning Management System, the MLMS system. That's where you'll go to submit those requests, but if that's something you're interested in doing, I definitely encourage you all to go there and to get that information updated as well.

The other two links I had are also already in the chat. One of them is, if you're a navigator or a CAC and you want to join our assister listserv, we send out policy updates, guidance updates, as well as invitations to our assister webinars, which are a great resource. Our teammates need coverage and brokers join those, too, and are welcome to join and get on the listserv as well. And the Marketplace is just our website where we post everything. We post the webinar after it's played out. Slides can be found there. This is as well as job aids. I know our team coverage materials are up there, too.

So, with that, I wanted to make sure we have time for questions at the end, so I am actually going to turn it over to Chris Koepke now, I think, with the Office of Communications, to talk a little bit about what his team is doing around our ad campaign this year.

>> CHRIS KOEPKE: Thanks a lot, Gian. And I just can't imagine our program being successful without all the people on the ground, in the communities, who are helping people navigate getting health care for themselves and looking at [healthcare.gov](https://www.healthcare.gov) and the Marketplace plan. So, thank you, and thanks to everybody on this call who's out there actually doing this work.

The kind of work that comes out of the group of people I work with is, are the advertisements. We're the ones who kind of set that message on people's devices and on their TV stations and in their newspapers, and what have you, in a hopes to kind of reinforce all the work you're doing to help to drive people to take this important action.

I'm going to give you just a four-minute overview today of what we're doing this year. Next slide, please.

I'm going to hop down to the strategy, because the goal is to get people health insurance. But the strategy, I think the big messaging this year is around this kind of slogan, for lack of a better term, our tag line: New Law. Lower Prices. More People Qualify. This year, Ben had mentioned, I think Beth mentioned, Christen also mentioned, we have a better product. We have a better price. We have great health care at a better price due to the ARP, the law that was passed earlier this year and will go on, the open enrollment is a fantastic time for people to enroll. Because we know a lot of people have come to [healthcare.gov](https://www.healthcare.gov) or they have this idea in their head that it's going to be too expensive, emphasizing, there's a new law, lower prices, more people qualify, that emphasizes the fact that we've got a better price and a better product.

We know using testimonials is a great way to do. We see that in focus groups all the time. I'm going to show you an example of one. If I talk fast enough and get through. This year, our targets, also, Christen had mentioned this, are, we're doubling down and really doing specific creative and specific media buys and placement for African-Americans, Asian audiences and Pacific Islander audiences, Spanish and English-speaking Latinos, and the additional Asian languages would include mandarin, Cantonese, tagalog, and Vietnamese and Korean. So, we're really excited to be doing advertising in those specific languages in the communities where people tend to gather.

I'm going to quickly go to the next one to give just a sense of the scope of how the advertising's working. These next slides, please. Thank you. First of all, we'll have the national advertising, especially when you're on television. National ads are a cheaper way to go, so we're going to be in some of the SPNs as well. We have a great experience with [healthcare.gov](https://www.healthcare.gov) sending people to the right exchange, to the right marketplace. We also know that a lot of people pay attention to those ads, and there are national programs in Hindi. Sorry, that's one of the languages that I forget to mention before. And in Korean. And in other languages. We will be focusing our digital ads in the 33 FFN states, and again, across all of the different languages, really focusing with a specific buy perhaps for African-Americans and for Latinos. In the DMA. So, a DMA is a market. So, like Detroit, the market I grew up in, or Cleveland or Atlanta or Wilkes-Barre, Pennsylvania, is a market. So, you can buy your media market-based and you can analyze who's in that market, and we've analyzed where the people who are uninsured were also most likely to get outstanding value from an APTC.

And finally, we go all the way down to counties. ASB has on their website, geographic coverage, by language, by ethnic group, where you can see the uninsured are likely to be, who are at different poverty levels. And we base our targeting off of that data. So, we get very specific, and including when we are in communities, for instance, where many Korean people might live or many Vietnamese people might live. We'll even be to the point where we'll have, like, paid posters in their grocery stores talking about the value of [healthcare.gov](https://www.healthcare.gov) for them, as well as the national ads and television ads. Next slide, please.

And this is the testimonial that's on the air right now. So, you may have seen it. We call it Price Point, because what we found is that people -- what we've used so far during the S&P was four out of five consumers can find a plan for \$10 or less. Extremely effective. It's in the digital form. It's an ad people will click on a lot to go looking for a health plan and actually take it all the way through enrollment or beyond.

But we also find in focus groups that some people are saying, "Hey, you know, I hear you say four out of five can find a plan for under \$10, but what about me? What about people like me?" And we also know from our focus groups, they want diversified faces in the advertising. So, this is one of the ones where out of the gate we're going to have more like this. You see

these folks. These are real people. They are real customers. And they are paying the different amounts that are right up there on the screen. So, they are basically paying testimonial to the fact that they went on [healthcare.gov](https://www.healthcare.gov) and these are the prices they got and they're loving their coverage.

So, that's a quick overview of the ad campaign. And so, the next person who's going to talk is a great colleague of mine, Sharon Graham, the Regional Administrator of the Philadelphia Office, to talk another way we get down local and work with partners. Thank you, Sharon.

>> SHARON GRAHAM: Hi! Good afternoon, everyone. And thanks, Chris, for that introduction. I'm Sharon Graham, as Chris mentioned. I'm the Regional Administrator in our Philadelphia regional office. And I sit within the Office of Program Operations and Local Engagement. And our office, which we call OPL for short, was created in 2019 in part to make sure that CMS had a focus on local engagement. And so, that piece of our name is really important and it's why I am here with you today.

We have staff across the country in ten regional offices and our Puerto Rico field office, who are devoted to exactly that, to partnering with local community members, to message-sharing and participating in events to make sure that we can spread the mission and the message of what CMS is and how important it is to have quality health care coverage that's effective for you.

So, our goal of our team and our staff in these regions is to work with people just like you, with the community partners. We want you to be successful. We want you to have the information that you need. And we want to be able to participate with you in wherever that is to make you successful in what you're doing, because you're a key partner for us.

We'll be dropping in chat the names of the local contacts in each of our ten regional offices and in the Puerto Rico field office. So, I'd encourage you to identify the person in your local area and reach back to them. Introduce yourselves. We can find great ways to partner, whether, again, that be with information or with actual materials, or maybe even with partnering on an event or events that you might be hosting.

We're happy, especially, to participate now, as we're currently in the pandemic, on Zoom platform, and hope to someday be able to be back in the community where we love to be meeting one on one with the partners like yourself.

We are also able, as perhaps you're creating events or sharing the message, to also use our partner network. We have thousands of partners spread out across the country to help amplify your particular events, if that's what you're doing. So, again, use that local OPOL contact to message about your event and to help you spread the word widely to your constituencies.

Also, we're talking about the Marketplace. The partnership doesn't end there. Our staff are skilled in messaging and partnership around the whole portfolio of CMS's operations, whether that be the Marketplace, which is why we're here today, but also regular Medicare, Medicaid, any of those programs that are within the CMS portfolio. Our staff can always be that resource for you, because like you, we're in the community, we're committed to the work, and we're committed to the success. So, hopefully, you'll take advantage of those local connections with OPOL, and we do look forward to connecting with you soon. With that, I thank you all and I'll turn it back to Lisa, I believe.

>> LISA CARR: Wonderful! Thank you so much! That's such helpful information, Sharon, so, thank you. We're now going to open up for questions and answers. So, if folks have any questions, please go ahead and put them in the Q&A or chat box. And we have received a couple so far.

One question is: How long does it take until the Event in a Box is mailed? We have contractors who are working on this for us, and they are in the process of fulfilling all of those orders. So, thank you to those who have already requested a box. It should be on the way to you soon. If you have any other questions about the Event in a Box, feel free to email us at [champion@hhs.cms.gov](mailto:champion@hhs.cms.gov), and we'll be happy to give you one of those if you're a champion and we'll fill those orders for you.

We had another question about, how could a consumer receive assistance from a marketplace-registered agent or broker? And I'll ask Gian to answer that.

>> GIAN JOHNSON: I went to unmute myself and turn off my camera. Similar to assisters, if you're an agent broker and would like to be contacted by a consumer or have your

information listed, the link that was shared earlier for Find Local Help, that's where they'll find you, as well as our assisters. And then as I mentioned during my presentation, if you want that information updated on the agent and broker side, you'll do that through the Marketplace Learning Management System.

>> LISA CARR: Great. Wonderful. Thank you. And we have one more -- a couple that came, again, from Courtney. Courtney asks: "I'm curious what CMS is hearing from organizations across the state." Of course, we do national work. "About in-person events," so what's happening across the country, "as opposed to virtual right now. We still have some partners who are very hesitant to host/participate in large in-person events given the state of the pandemic." And Courtney, that's a really great question. We're hearing the same.

We know that a lot of navigators and other types of assisters are holding outreach and enrollment events by Zoom. That is why we have all of our outreach materials with a fillable content, so you can put a Zoom link, or you can put a web address or a phone number, versus a physical address to go to get assistance. So, we know that many are using Zoom because it's better for even those lower-income folks that are hard to even get a transportation to an outreach or enrollment event. They might have a computer.

We know that a lot of people with lower incomes have smartphones, because that gives them a phone and internet at one time. So, even using a smartphone to access Zoom is something that a lot of folks are doing. So, that's a great question.

Treva asks, "What is the address again for the Event in a Box?" If you email us at champion, that's singular, [champion@CMS.hhs.gov](mailto:champion@CMS.hhs.gov), we'll go ahead and send you the link. It's a web link, so when you click on it, it opens the order form, and you can go ahead and send it, send it to folks.

We did get another question for Gian. Gian, how does a navigator or certified application assister update their contact information on the Find Local Help website?

>> GIAN JOHNSON: Yes, so, that can be done using the upkeep tool that I shared the link for earlier. Then you'll go in. As I mentioned, there's a little bit of a lag, so it won't -- it takes 24 hours to 48 hours, so it won't show up immediately, but that's where you can submit new information as well as change any information you have up there now.

>> LISA CARR: Perfect. Thank you. We did get a question: Is there anything to help with health literacy? Does CMS have any information to help explain to people how health insurance works and how to use it once you have it?

As the CMS Office of Minority Health has a program called "From Coverage to Care." We encourage everyone to check this out. I'm going to put the link in the chat box right now. So, the From Coverage to Care resource is incredibly helpful. It has lots of great information in a very understandable format.

We have a new enrollment toolkit that's available that the Office of Minority Health created. They also have fact sheets that are in a variety of languages and at a low English literacy level, so pretty much anyone can understand it. We know health care and health insurance can be pretty confusing. So, this makes it very understandable for folks. So, we're excited about these resources.

They also have information on COVID and health insurance, which is so relevant now. So, we encourage you to check that out.

Great! We have a good question from folks. We have a couple of good ones that just came in. Someone asks, are consent forms online to print out? That's a great question. So, we do have consent forms. Great. So, we'll go ahead and share those. If you want to email us at [champion@CMS.gov](mailto:champion@CMS.gov), we can send those to you. I don't know if any of the other panelists have anything to share about consent forms.

>> GIAN JOHNSON: Yeah, I'll put a link in the chat. We have model consent forms for both CACs and navigators that you can download and then kind of customize to your organization as well.

>> LISA CARR: Thank you. That's perfect. Someone else asks, how can we learn about other events taking place during the Weeks of Action? Will those be posted on the Champion for Coverage website? We think that's a great idea to post them on the Champion for Coverage website, but there are so many taking place that we're concerned that it's going to be tricky to keep up to date with all of them, because so many of you -- agents, brokers, navigators, certified application counselors -- we know you're all holding outreach and enrollment events, and we

expect thousands of those to take place across the country. So, what we've done instead is put on your website really helpful information to where to find an agency, a broker, an issuer, a navigator. So, I'm going to share my screen quickly, and you are going to be able to find all of that great information right on our Partner Tools and Toolkits page.

So, as I show you our page right here, you can see we have -- this is the Champion for Coverage Program for Tools and Toolkits page. Here's more information on becoming a champion. You can look there. All of our downloadable materials, our reference sheet, our talking points, our theme weeks are all right here. Here are our theme week graphics for November, our theme week fact sheets. We have a really great one for early childhood educators. Here's our calendar of events. You definitely want to check this out. It's very helpful. Great information.

But you want to check with the list of Champions for Coverage. These are folks like you doing outreach and enrollment events. They're listed by city and state, so you can reach out to those in your community and partner in doing an outreach event, especially for Black Americans Week of Action, Pre-Existing Condition and Disabilities Week of Action and Veterans Week of Action. You can also connect with our navigator awardees. All of the information is right there.

And you can also connect with Find Local Help. Many of you have gone to Find Local Help. You can see when you put in your ZIP Code, you find a whole lot of people that are working on this, sharing information and helping to enroll. So, there are a lot of folks that you can work with, and we really encourage you to reach out, reach out to other people in your community to make a difference on this really important issue at this really important time during open enrollment.

And Gian, we got another request to repeat what you stated about the downloadable consent forms.

>> GIAN JOHNSON: Yes. I just posted a link while you were talking in the chat. There's a Model Navigator Form and a Model CAC Form. These are normally done at the organizational level, so check with your organizational leadership to see if they have one for you to use. But these are kind of the minimum amount of information you need to put, and then organizations are allowed to tailor them from there.

>> LISA CARR: Great. And we have one more. Does the consent form have to be signed before we obtain the consumer's email and password for [healthcare.gov](https://www.healthcare.gov)? Which I realize could be challenging if it's a virtual event.

>> GIAN JOHNSON: Yes. And I wasn't able to flag this before, but I also put in some guidance that we created last year during the pandemic about kind of some best practices for assisting consumers remotely, and it talks about how you would go about getting consent from a consumer.

So, we usually say, you know, before you collect any consumer information, it's best just to have this in place. And you can collect that consent verbally, as well as, you know, documenting it in writing. So, I encourage folks to take a look at that. That will kind of guide you through how to get the information you need so that you have the right consent, then you can help the consumer.

>> LISA CARR: Perfect. That is wonderful. And we have some really helpful comments. Someone shared, "This is so exciting! It feels like when we first began enrolling people into the Affordable Care Act. Alabama is going to come through in a big way for the ACA." So, thank you so much for that! We're really excited about this. We're excited about all those people who are going to get enrolled and their lives are going to be changed because they finally have health insurance. So, it's really wonderful news.

I have a couple just quick more questions. Somebody asked about, for the Black Americans Week of Action what can my organization do specifically for that Week of Action? And I want to share with you some of our really helpful information on our Partner Toolkits page. You'll see here for the theme week graphics, all of our graphics are right here under the zip file. So, we encourage you to go there. We have graphics that you can post on Facebook. It will say "FB" at the end of the file, or Twitter, and it says "TW." We also have a regular graphic, a jpeg graphic that you can use in any of your other outreach materials. We'll be following up with talking points specifically for these Weeks of Action. And we have more general talking points right here for you, which we think you'll find really helpful.

We have so many great pieces of information here, and I just want to highlight our new

social media toolkit. This is for the entire open enrollment period. It's in English and in Spanish. And we have social media graphics in English and Spanish for the entire open enrollment period. So, this will help you to give some diversity to your graphics. You don't have to use the same two or three all week long. You can use the Theme Week graphics and then switch over to the general graphics. Lots of social media posts -- we know it's so easy to do this. So, thank you so much for these really great questions.

I'm going to go ahead and turn it over to Beth to wrap us up. Great. It looks like Beth has just stepped away. So, why don't I just wrap it up for us?

We have some really exciting calls. Our next call is going to be not on Veterans Day, on Thursday, but it will be Friday next week. So, it's going to be Friday, November 12th at 3:00 p.m. Eastern. And we will be sending out the notice soon. Look for our listserv notice that we'll be sending out every Monday. If you're not receiving our listservs -- we sent one out this past Monday, the first day of open enrollment -- email us at [champion@CMS.hhs.gov](mailto:champion@CMS.hhs.gov), and we'll add you to our listserv messages so you'll receive that every week with all of our new graphics, talking points, new resources. And we look forward to seeing you next week. We'll see you on Friday, November 12th, at 3:00 p.m. Eastern. Thank you so much for joining us and we hope you have a wonderful afternoon. Good-bye.

(Session concluded at 2:56 p.m. CT)

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