

Centers for Medicare & Medicaid Services
Marketplace Open Enrollment Weekly Partner Meeting
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>> JONATHAN: Just a reminder to everyone, after you speak, make sure you go back on mute. If you don't mind turning your video back off, that would be great.

>> BETH: Hello and welcome. We will get started shortly. We'll give it a moment for everybody to jump on the line. Welcome, everyone. We're going to give it a moment for folks to dial in. And we'll get started very shortly. All right. My name is Beth Lynk. I am the Director of the Office of Communications. And today, we are talking about the Healthcare.gov Marketplace and the Healthcare Marketplace and this really exciting opportunity for folks to enroll in healthcare coverage during this Open Enrollment period.

This call is a part of a series weekly calls that are hosted by CMS where we are sharing key resources, messages of the week, and look ahead for the engagement in the Weeks of Action during this Open Enrollment period.

So, let's dig right in. First and foremost, we did want to highlight some exciting developments this week related to Open Enrollment. So, I want to thank everyone who participated in the Weeks of Action this week related to the Black Week of Action and, of course, the Pre-existing Conditions and Disability Week of Action and celebrating and elevating our Veterans. For all of the Veterans that celebrated and were honored yesterday, we thank you for your service and we thank you for your work.

We are now looking ahead to our Weeks of Action next week, which we'll talk a little bit more about.

I did want to note that today, due to Veterans Day, we're meeting on a Friday, but these calls will be takes place every Thursday during the duration of Open Enrollment and that's to coincide with the data release of enrollment data that we're going to be releasing every Thursday at 11:00 a.m. So today, again thanks to Veterans Day, we did our first data Snapshot that came out this morning. I want to lift up a couple of highlights.

First off, we're really excited about this first week of Open Enrollment and the sign ups that we're been seeing. Healthcare coverage is more affordable and accessible than ever. We have really seen that in the first 6 days of reported data on this Open Enrollment data. Due to the American Rescue Plan, during these first six days of enrollment, close to 40% of the people who enrolled in coverage were able to find a plan for \$10 or less per month after tax credits. We are reporting that in week 1, those first 6 days of Open Enrollment, that more than 773,000 people selected an individual Market Plan in the 33 states that utilized the Healthcare.gov platform. We are really excited about this strong first week, particularly when we consider that this is on the heels of unprecedented 2.8 million individuals gaining coverage earlier this week during the administration special enrollment period.

So, I think we're going to drop the full report and enrollment Snapshot in the chat. If you'd like to check it out. But we really are excited about that strong first week and that's due in part to the partnership with all of you to encourage additional enrollment.

Now looking ahead to next week's message of the week and Weeks of Action, we are

continuing our focus on underinsured communities and that is going to be continued with 4-key communities of focus next week. First, is Early Childhood Education Workers. Second, is the Latino Community, the third is Men, and the fourth is Rural Health. So, you're going to hear from representatives of those communities in a moment, but I just want to note that following this call, we'll send you talking points for the Weeks of Action next week. We do encourage specific outreach and engagement during the Week of Action. With that, I will turn it over to our first special guest which is Katie Ham at the Administration for Children and Families. We're really excited to be partners with ACF and really focus on Early Childhood Education workers and after we hear some remarks from Kate Ham, I will introduce other speakers. So, we can roll the video. (no audio) Looks like we might be having a some technical difficulties. Jill, if we might start it over, it looks like the sound is not being shared. All right. Well, why don't we come back to Katie and we'll move to our next speaker and then we'll come back and hear from Katie Ham from the Administration for Children and Families. We're also very excited to join by John Elmendorf, who is going to talk about the importance of reaching out during the Men's Week of Action next week. John, I will turn it over to you.

>> JOHN: Thank you for that introduction. I am John Elmendorf. We understand that as many people are covered as possible. Now I had a statistic from the U.S. Census estimating that 13,450,000 men were without health care in 2020. We'll be taking steps to encourage men to re-enroll in the Marketplace. Men are about half as likely as women to see a doctor for preventive care and this hesitancy to seek healthcare may be a factor in why so many men are uninsured. We plan to promote Healthcare.gov Marketplace during the Open Enrollment. We worked with the HHS since the passage of the ACA. We have included information about special enrollment in our June healthy e-mail newsletter. We also promote Open Enrollment on social media every year, and we helped promote the #guysgetcovered on Twitter. We promoted enrollment during the years. We will take steps to have men taking part in Open Enrollment. We will send newsletters and information about Open Enrollment in the monthly healthy newsletter that will go out later this month. In addition, we'll post images about Open Enrollment social media toolkit at least once a day as well as graphics that we made in MHN as well. They emphasize toolkits and included messaging of men on there.

We'll be posting FAQ on talking about men's health blog as an informant article titled "Answers to All your Requests about Open Enrollments" reformatted at liability so it is more an article instead of an FAQ. We're looking forward to men's health of action and (inaudible) CMS open coverage. Thank you all for your time.

>> BETH: Thank you so much, John. We're going to go to our next speaker and we are excited to have Teresa Dotson of Mountain Comprehensive Health Corporation, a Federally Qualified Health Center, to talk about the rural community. I should say representing Rural Kentucky but really excited to have Teresa on with us here.

>> TERESA: Thank you so much. Several things we're doing to promote rural health in action is we're teaming up at a local ball game or any kind of sporting events because we're going to partner with schools to get the word out about vaccines as well. Outreaching will be there in conjunction with our vaccine team to offer vaccines for people. We think it would be a good opportunity to tackle two areas at one time. We also going to focus on a large community Thanksgiving dinner and do the same thing. We have a huge Facebook and a digital signing campaign and we focus on using a Superhero theme. Our enrollment specialists are featured with pictures saying our superpower is encouraging you to get enrolled. We also assist our

patients when they come in and don't have insurance. Just to see if there's any way we can assist them and getting coverage in the Marketplace.

We truly appreciate the partnership with CMS and the partnership in the rural area. Thank you all so much for your time.

>> BETH: Thank you so much. And I'll now turn the call over to Alberto Gonzalez from Unidos U.S. He's the Senior Project Officer. So, Alberto.

>> Alberto: Thank you so much, Beth, for having me as part of this conversation. We're the nation's largest Hispanics and advocacy working for 16 million Latino for education, civil rights and health. We do this network nearly 300 community-based organization that are part much our affiliates that directly serve millions of families each and every day. We play an important role in the development and implementation of the Affordable Care Act including partly with affiliates for the past 9 years to promote ACA. More than 4 million Latino adults and 6,000 Latino children have gained access to health coverage. The Affordable Care Act has provided tremendous coverage gains for Latinos, we know the pandemic revealed there's a lot of work to be done that remaining coverage gaps are filled. Latinos make up 30% of the uninsured. And that is why we appreciate the important steps of Biden administration to provide supplemental funding and make more Americans and investments in outreach and education. We know that through the American Rescue Plan Act, the coverage is much more affordable than ever by providing new subsidies to monthly lower costs. As a result, 7 in 10 Latino adults have access to a plan that costs \$0 a month. Many can find a plan \$50 a month or less.

They have executed bilingual unawareness to most of Open Enrollment for the Latino community. UNCS will talk about Open Enrollment period, the deadline, where to sign up, and available coverage options. We're also leveraging our trusted network of Partners to have buyers, content, and messages to reach Latinos. And later this month, they will also be executing a bilingual media score to visit [Healthcare.gov](https://www.healthcare.gov) or learn about coverage options. For more information about Unidos U.S., please visit the landing page at unidosUS.org. Thank you so much and I turn it back to Beth.

>> BETH: Thank you so much, Alberto. So, I hope that lots of exciting things happening next week and hopefully also gives folks some really good ideas of ways to engage in these Weeks of Action. I think we're now ready for our video with Katie Ham who's the Deputy Assistant Secretary for Children and Families to talk about Early Childhood Corrective Week of Action.

>> KATIE: Hi. I am Katie Ham, Deputy Assistant Secretary for Early Childhood Development. Thank you to our Partners at CMS and to all of you helping the Early Childhood Workforce during Open Enrollment and for the insurance Marketplace. We are grateful for the focus on the Early Childhood Workforce who continue to serve on the frontlines during the pandemic, caring for children, and abling children to work and communities to recover. Early childhood educators care for babies, toddlers, preschoolers and young children child care centers, and family child care homes in pre-starred including in schools and in the community. Despite the critical importance of their work to support children's development in early learning, we know that Early Childhood Educators have long been under compensated for their work and this includes not receiving benefits like health insurance coverage.

In fact, survey data showed that the Early Childhood Workforce is 2 to 4 times less likely to have health insurance or receive employer sponsored health coverage as compared to K-12 teachers. Pre-school and kinder garden teachers account for 1 in 5 uninsured teachers and

teaching assistance have the second highest uninsured rates among educators. This is why ACF is partnering with CMS to help improve coverage rates and why we've asked our Early Childhood Partners in the ground in communities to help connect Early Childhood Workers with Navigators and Assistors to help them enroll and learn about the more affordable health coverage that is available during due to the American Rescue Plan Act. And investment in health insurance subsidies.

Helping Early Childhood Workforce, which are primarily women and women of color, to access healthcare is noted in the right thing to do in the pandemic, but it is critical to health equity strategy. I want to thank all of you for your efforts, the efforts you make in the coming weeks will make a huge difference for on you Early Childhood Workers. It will be life changing for those able to receive health insurance who have stressed and worried about not having that for the past couple of years. We hope to be able to see concrete improvement in the number of childhood educators who have this as a result of the efforts. We want to thank you for your partnership and look forward to working with you again.

>>BETH: Thank you to all speaker as we highlight these folks in action. And we thank you in advance of getting the word out next week. I will turn the call to Jonathan Blonar here at CMS to kick us off for the rest of the call.

>> JONATHAN: Thank you, Beth. And good afternoon, everyone. We want to walk you through Marketplace updates this afternoon. First, I will introduce our Director of Open Enrollment, Ben Walker, to give us Marketplace updates. Ben?

>> BEN: Yeah. Good afternoon, Jonathan. It's good to be back here with all of you. I know many of you were on some of our earlier calls and we appreciate you taking time to help people enroll.

From the operations side, I will be brief. I am happy to say things have been really smooth so far. As we sit and monitor our CEOs and talk with our call center, we're definitely seeing folks come in and getting what they need and getting back to their lives, which is exactly what we're looking for.

As Beth noted, we did release the first Open Enrollment Snapshot today. But it is really good to get that out and in particular, I think one of the things I wanted to highlight is if you have been on some previous calls, what you heard me talk about is the need and interest in getting new folks to come in who are uninsured and also how important it is to make sure that folks who are already enrolled in the market place know they should come back during Open Enrollment, get information updated and making sure they have the right plan updated. One of the things to call out from that Snapshot is we are really that we have a strong set of activity among our returning consumers early in Open Enrollment, which is great. What we know that means is that when folks come back in and when they're involved in their reenrollment, they are going to be more likely to have a plan they feel is going to meet the needs for the upcoming year and be invested in maintaining that coverage going forward, which is, of course, the culture we're all working to create. So, we'll continue to check in with you through these calls and other various forms you're involved in. But all in all, things are looking clear here and so hopefully that means that you're out there able to get your work done unencumbered. Thanks so much. Lisa?

>> LISA: Wonderful. Thank you so much. Let me just share some really important information for this week. We have lots of great resources that we added to our website. So, I will share my screen. I'm going to go share our Partner Tools and Toolkits page. Many of you have seen this already. We want to make sure you have seen important things we have added.

So, you'll see this is under [Marketplace.CMS.gov](https://www.cms.gov/Marketplace). As you click outreach and education, you will see Partner Tools and Toolkits and we have added some really important pieces here. We have added our Week of Action Toolkits. So, we have a Week of Action Toolkit focused on the Black community, Pre-existing Conditions and Disability as well as a Veterans Day toolkit. Materials you can use the entire rest of the week. We still have this weekend. You can share this today and Saturday and Sunday and we have really helpful key messages. Five things that consumers need to know about Marketplace Open Enrollment. And then we also have some social media graphics. We have graphics for November. This has all of our graphics there that you can look at and use. You're welcome to use those for Twitter, Facebook, or any other social media tools you use. We have them in English and Spanish. And we also have large array of Marketplace Open Enrollment, graphics that can be used with social media throughout the entire Open Enrollment period. So, it's general messaging, not just focused on the Weeks of Action. And obviously those are also in English and Spanish. Here's what some of the graphics look like and some of the key language. So, we hope that you'll use these with the links above. You can click on those links and receive get those graphics.

I did want to show you -- this is similar for Pre-existing Conditions and Disabilities. Also, key messages and our really beautiful graphics that our Creative Services Department has done. We will celebrate Veterans all week long. There are some resources there as well.

For those of you attending these calls and that you want the recording, we have also posted that right here. Recordings, transcripts, and PowerPoint slides are all right here. This is the one from last week. You can see we have the link to the recording along with the transcript. So, for those that missed it and want to check that out, that's there as well.

Now this coming week -- let me go back here. You can click on Spotlight and go directly to the page here. This coming week, we have really four important weeks. We have the Latino Week of Action, the Men's Week of Action, Rural Health Week of Action, and Early Childhood Educators. So, on Monday, you'll see on this page as you refresh it, just push the refresh button here. You will see we'll have the Week of Action Toolkits for all those populations. Please come back on Monday. Also, on Monday, we sent out a Listserv message. So, we're excited about that. We hope you all get our Listserv message and if not, just e-mail us at Champion@cms.hhs.gov. In that list, we highlight what Partners are doing. We're hoping you share with us what you're doing. We want to hear how you're using these graphics: are you doing a Twitter chat, are you doing Facebook live, are you sharing this information that at enrollment events in your community. We want to partner with you and know what you're doing. And if you want other resources that report here, just let us know. There's a good chance we have them, but if not, we would love to hear what you need. Our e-mail address is Champion@cms.hhs.gov. We're here for you and we want to be a help to you as you go out and tell other people the good news about Open Enrollment. I will turn it back over to Jonathan.

>> JONATHAN: Apologies. We have been experiencing issues with Zoom. Thank you for those wonderful updates.

We do have a couple minutes if anybody wants to enter a question in the Q&A. We can try to take a couple questions in the few minutes we have left. I will give it a few seconds while I'm talking to see if anybody has any questions. You can use the raise your hand feature on the bottom of your Zoom screen. All right. I am not seeing any questions come in. I think we can conclude the call. I do want to thank everybody who joined us today, the Champions Navigators, you know, who are working day in and day out to get people enrolled in the

Marketplace. Our next event is next Thursday November 18th at 3 o'clock. We will highlight the Small Business Saturday Week of Action as well as Thankful for Coverage Week of Action that will come up the week of Thanksgiving. Just a reminder to the weeks coming up next week that Lisa highlighted. Lisa also highlighted, but I want to highlight it again. If you're interested in partnering with us and speaking on any of these weekly Partner meetings, let us know. We would love to hear your story and share your story with others as they relate to the upcoming Theme Weeks. We mentioned the Event in a Box in the past that's been available to Champions for Coverage. Starting Monday, we will allow any organization out there to order an event in a box and that's again printed materials that you can order and it will be shipped to your location. We are going to cast with that starring Monday and make that available to more folks to order.

With that, I want to thank everyone for joining. Have a great weekend and thank you for helping us get folks enrolled to the Marketplace. Take care.