



Human Resources Administration
Department of Social Services
Steven Banks, *Commissioner*

HRA and Partners Start to Prepare for the Second Open Enrollment Period for New York's Health Insurance Marketplace

Last fall, New Yorkers were able to apply for public or private health insurance for the first time through the State's New York State of Health marketplace, created as part of the Affordable Care Act. Almost one million New Yorkers enrolled in health insurance plans through NY State of Health, many of whom were unable to find coverage before due to expensive premiums or pre-existing conditions. HRA's Office of Citywide Health Insurance Access (OCHIA) worked to help New Yorkers understand the new law and find health insurance coverage that was right for them. Now, with the NY State of Health's second open enrollment period fast approaching on November 15, OCHIA and HRA's partners in the health insurance community are gearing up to reach even more New Yorkers.

OCHIA's website, New York City Health Insurance Link, features a detailed explanation of the law, a glossary of health insurance terms, and fact sheets for special populations like young people, immigrants and small business owners. OCHIA has also partnered extensively with health insurance providers, community health organizations and other City agencies to spread awareness and help New Yorkers enroll in health insurance coverage.

Open enrollment for 2015 begins November 15, 2014 and runs until February 15, 2015. To prepare, OCHIA recently met with partners, including health insurance providers, community health groups and City agencies such as the Department of Health, Administration for Children's Services and New York City Housing Authority to learn more about the more than three million immigrants in the City.

"Connecting people to benefits to help them get out of poverty and fight income inequality is our mission, and connecting people to health care is at the core of what we do. Good health is central to so many things, and what you do is critical," said Commissioner Banks in his address to attendees. "I'm proud to be part of an Agency that has partnerships with people like you."

"This is an important learning moment," said Marjorie Cadogan, Executive Deputy Commissioner of OCHIA. "This is a chance for all of us to look back at our work during open enrollment and see what best practices we can draw for the next round of Affordable Care Act open enrollment. There's a lot left to do, there's a lot of people the law hasn't touched yet, and we want to be geared up to do the best we can for all New Yorkers."

The meeting featured an overview of new features available on OCHIA's NYC Health Insurance Link website, including updates to OCHIA's popular fact sheets, redesign of the website to make in-demand information more accessible, and new information for the LGBTQ community. The event also included an in-depth presentation on New York City immigrants from the Department of City Planning, with a specific focus on where they are located around the City and who among them is uninsured to help attendees reach out to and enroll uninsured immigrants in health insurance.

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