



READY, GET SET, ENROLL: TIPS FOR HELPING PEOPLE GET HEALTH INSURANCE

MARKETPLACES

- + Beginning Oct. 1, every state will have a marketplace—run by the state and/or federal government—that enables uninsured individuals and families to shop for affordable health insurance coverage.
- + Financial help will be available based on income; a single application will be used to find out who qualifies for help with the cost of insurance or Medicaid.
- + The marketplaces will be accessible online. For those who enroll through an exchange, coverage begins on Jan. 1, 2014.

NAVIGATORS / IN-PERSON ASSISTANCE

- + Navigators will assist consumers and small employers with enrollment. They will work to raise awareness about the marketplace, help people apply for and enroll in plans, and provide referrals to other resources.
- + States can obtain federal funds to create and operate in-person assistance programs, which also provide resources to help eligible people enroll.

PRESUMPTIVE ELIGIBILITY

- + Beginning Jan. 1, 2014, hospitals will be able to enroll eligible people in Medicaid on the spot, even in the emergency department, so the cost of their care is covered immediately.
- + Patients fill out a short application and, if they meet the basic eligibility standards, the hospital can provide temporary coverage. Patients then have a month to fill out the formal Medicaid application.
- + If eligibility is not confirmed by the formal Medicaid application, Medicaid will still pay for the care already provided.

TO DO

- + **Make an enrollment outreach plan.** Familiarize medical and administrative staff with presumptive eligibility and the basics of the marketplace and Medicaid expansion.
- + **Join or initiate community partnerships.** Work with government, philanthropic organizations, community groups and others to inform the public and enroll eligible people.
- + **Know the facts.** Visit www.GetCoveredAmerica.org for more information and resources.
- + **Watch and share CHA's "Ready, Get Set, Enroll" video at www.chausa.org**

