



January 16, 2014

Announcements

Holiday hours. The MNSure Contact Center and Assister Resource Center (ARC) will be open normal business hours on Monday, January 19 (8:00 am to 8:00 pm).

News

New resource: IRS Form 1095-A Information and Key Messages. Individuals and families who enrolled in a qualified health plan through MNSure for 2014 will be receiving a form in the mail from MNSure in early February. This document, the Form 1095-A, provides information that they will need to correctly file their 2014 taxes if APTC payments were applied to their coverage or if they want to claim the premium tax credit for 2014. We have developed a new resource, [IRS Form 1095-A Information and Key Messages](#), with information that will be helpful for answering clients' questions. However, consumers with other tax-related questions should always be referred to a tax preparer.

Assister Resource Center is hiring – position closes today! Join the amazing team at the Assister Resource Center (ARC) and help support your fellow assisters! The ARC has positions open as resource center specialists. For more information, and to apply, visit the state's [Job Postings website](#) and search for Posting Number 14DHS002217.

Submitting verifications. There has been some confusion over where clients should submit required verifications. Here are the instructions:

Qualified health plan verifications (with and without financial assistance) should be mailed to MNSure Operations:

MNSure
PO Box 64253
St Paul, MN 55164-0253

MinnesotaCare verifications should be submitted to MinnesotaCare Operations:

MNSure
PO Box 64252
St Paul, MN 55164-0252
Fax: 651-431-7750

Medical Assistance verifications should be submitted to the county of residence (contact information listed in Attachment C of the [MNsurre Application for Health Coverage and Help Paying Costs](#)).

If verifications are submitted to the wrong place, they will be routed to the correct processing agency. However, it will result in delays in processing the verification.

Hospital presumptive eligibility. The Hospital Presumptive Eligibility (HPE) program allows participating hospitals to temporarily enroll patients in Medical Assistance (MA) using a few basic pieces of information, such as income and household size. This ensures that people can get needed coverage, and that hospitals can receive payment for services they provide before the person completes a full application for health care.

As required by federal rules, only hospital staff can make the eligibility determinations for HPE. Navigators can assist these individuals with completing the online or paper MNsure application as they would any other consumer. However, keep in mind that HPE coverage is temporary and individuals must complete a full MNsure application by the last day of the month following the month in which HPE was approved in order to maintain coverage.

Outreach Focus

Outreach Team Launches Version 1.3 of Mobile Application. MNsure's Outreach team is thrilled to announce several exciting new features coming to its "Make a Plan" mobile application. MAP version 1.3 will include the following helpful additions:

- Optional language field (Spanish, Somali, Hmong)
- Required preferred enrollment month
- Privacy pop-up screen
- Assister type field (navigator/broker)

The data collected through the new fields will further inform our follow-up processes, allowing us to better direct consumers to the resources they need to complete the enrollment process. It is important that all navigators, brokers and organizers upgrade their devices ASAP, so we are all operating with the most up-to-date data available.

Completing the MAP v1.3 upgrade is easy, just follow these [5 simple steps](#). If you have any questions, please reach out to Mychal Vlatkovich at mychal.x.vlatkovich@state.mn.us.

Consumer Referrals Coming Your Way. The grassroots organizers have spent the past couple months identifying uninsured consumers across the state, and now we swing into the assister referral part of the program! Organizers will be calling this growing list of uninsured consumers, and directly referring them to assisters in their areas. *This is where you come in!* Though organizers will be giving consumers your contact information, we know some consumers won't follow through on making an appointment. In order to ensure we make every effort to connect these consumers to assistance, the organizer will email you the consumer's name and contact information. We ask that you reach out to these consumers within three business days to attempt to schedule an appointment. Thank you for your continued assistance of Minnesota's uninsured. If you have any questions about this process, please contact Alison Griffin at alison.griffin@state.mn.us.

Partner with MNSure on one of our upcoming Theme Weeks. Would you like to help MNSure's [organizing team](#) reach consumers in your community through Theme Week events? Or do you have an idea about how your organization can partner with MNSure? Please contact Bethany Snyder, Director of Grassroots Outreach, (Bethany.snyder@state.mn.us or 651-249-0537) or someone [on the grassroots team](#)!

- **“Women & Families Week” recap:** Many thanks to our partners Centro Tyrone Guzman, Western Community Action, Community Resource Connections, CLUES, Portico, United Family Medicine, and Intercultural Mutual Assistance Association for being extra involved in this week's theme – Women and Families.
- **January 18 – 24 is “Health Justice Week”:** Health Justice Week kicks off with Stairstep Foundation's [SURE Festival](#) on Saturday, January 17 from 10:00 am - 6:00 pm at the Minneapolis Convention Center. Additional collaborative events will take place throughout the week in Moorhead, St. Cloud and St. Paul.
- **January 25 – 31 is “Higher Education Week”:** If you're engaged with community and technical colleges in your area, please let us know. Specifically, promote your enrollment assistance availability via our events calendar, and we'll include it in our press release. Deadline for events in the calendar is January 22.

Mobile campaign ramping up. The grassroots outreach team will be ramping up promotional efforts for its [SMS mobile campaign](#) in the coming weeks. In addition to increasing awareness of the feature and highlighting it as an easy in-road to comprehensive enrollment assistance, the aim is to dramatically increase campaign subscriptions, particularly among “Young Invincibles.” Digital ads have already begun running, emphasizing both the “text ENROLL to 30644” option, and linking directly to an online opt-in form where users can enter their mobile numbers and immediately opt-in online. With a 99% open rate, there's no better way than SMS to reach Minnesotans on the go.

Likewise, data shows that driving traffic through the mobile campaign brings MNSure to a hyper responsive audience, allowing us to interact with motivated consumers on a deeper level and better understand what they need to complete their enrollment process. This, coupled with the multi-faceted follow-up efforts outlined above, will allow us to cast an even wider net while simultaneously providing personalized guidance to consumers at no cost to assisters. This new brand of outreach is another step toward making certain we're doing all we can to connect with, and expand access for, the hard-to-reach uninsured in all Minnesota communities.

For additional information on the mobile campaign and SMS tool [click here](#)!

Reminders

Upcoming statewide Navigator/CAC conference calls. The conference call schedule is as follows:

- Wednesday, January 28, 12:30 – 1:30 pm
- Wednesday, February 11, 12:30 – 1:30 pm
- Wednesday, February 25, 12:30 – 1:30 pm

Toll-free dial-in number: (888) 742-5095

Conference code: 6278187032

Upcoming Events

Event spotlight: “Sure Festival”. Featuring the likes of Paris Bennett from American Idol, Ashley DuBose from The Voice, Pastor Carmen from The Movement, and Kable Reid from the MN Hip Hop Coalition, the Stairstep Foundation, in conjunction with MN Hip Hop Coalition, is holding the day-long “[Sure Festival](#)” at the Minneapolis Convention Center this Saturday, January 17, from 10:00 am to 6:00 pm.

The MNSure sponsored event, which will also include breakdancing, basketball, a Wii Sports tournament and other exciting activities, is geared towards “Young Invincibles” and focused on the self-proclaimed theme, “knowledge, music, wellness, and you!” This creative and FREE public event is certain to pull a crowd and provide unique networking and outreach opportunities for consumers and Navigators alike. For more information on this one-of-a-kind event is available on the Stairstep Foundation’s [website](#).

Upcoming MNSure meetings.

- MNSure Board of Directors next meeting has been moved to January 28, 1:00 – 4:00 pm, at MNSure’s offices on 81 East 7th Street, St Paul. The meeting is open to the public and will also be broadcast via live-streaming video.
- MNSure Consumer and Small Employer Advisory Committee will meet February 10, 1:00 – 3:30 pm, at MNSure’s offices on 81 East 7th Street, St. Paul.
- MNSure Health Industry Advisory Committee will meet February 12, 2:30 – 5:00 pm, at UCare, 500 Stinson Boulevard NE, Minneapolis.

Program Updates

- **Certification of new navigators/CACs.** Certification of those staff who are associated with a contracted organization, who have passed the background study and have successfully completed training occurs on or near the first and fifteenth of each month. A new round of certifications will occur the week of January 19. Please remember that in order to be certified, new assisters must ALSO have completed the [Handling MNSure Information Securely](#) training and the [MNSure Data Privacy and Security attestation](#). Assisters can complete these steps at any time during the certification process to avoid unnecessary delays in becoming certified.
- **Training upload for certification.** The training upload of new assisters into the MNSure Learning Center is being completed twice a month. Please submit an updated roster as quickly as possible to have your staff included in the next training upload.

Further Info/Help

If you need answers and/or help:

- email the Assister Resource Center: navigators@mnsure.org
- call the Assister Resource Center: 1-844-520-8695 [dial 2]
- check the [Navigator/CAC Resource Page](#)