



January 29, 2015

Highlights from this week's communication

- Contact center hours extended for final week of open enrollment!

Announcements

Both the MNSure Contact Center and the Assister Resource Center will have extended hours in the final week of open enrollment:

- February 9 through February 13 – 8:00 a.m. to 10:00 p.m.
- Saturday, February 14 – 8:00 a.m. to Midnight
- Sunday, February 15 – 8:00 a.m. to Midnight

Both the MNSure Contact Center and the Assister Resource Center will be closed on Monday, February 16 in observance of President's Day

Resources

Tax time resources! This year, the Affordable Care Act means tax filers have some new laws to navigate. However, while you may be experienced in helping clients navigate their way to enrollment in health insurance, you should not provide advice to clients on tax issues. We have developed resources with the information it is appropriate for you to share. If clients have additional questions, we strongly recommend that you refer them to a tax professional.

- **New resource: Consumers eligible for exemptions.** Individuals may qualify for an exemption from the requirement to maintain health insurance coverage. MNSure uses the federal Health Insurance Marketplace to process exemption applications or individuals may claim some exemptions when they file taxes. However, individuals applying for the unaffordable coverage through MNSure exemption will need some information from MNSure. Instructions for how consumers can obtain this information is available on our websites at [Exemptions from the Individual Mandate](#).
- **IRS Form 1095-A.** 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. Last week we shared a new resource, [IRS](#)

[Form 1095-A Information and Key Messages](#), with information that will be helpful for answering clients' questions.

Outreach Focus

Referrals coming your way from the Grassroots Outreach team! The team of organizers and canvassers has been busy for months connecting uninsured Minnesotans to MNsure resources via our Text-to-Enroll and Make-a-Plan campaigns. The focus in the final three weeks is to connect the almost 2,000 consumers to in-person assister resources. If a consumer is assigned to you, you'll receive an email from Alison Griffin (Alison.Griffin@state.mn.us) with the consumer's contact information and instruction to reach out as soon as possible to schedule an appointment and offer assistance. Alison will then ask for feedback on your consumer interaction in order to track our success in connecting consumers to enrollment. Thank you for your commitment to this piece of the program in the final weeks. And if you have capacity to serve more consumers in these final weeks, please let Alison know.

Boots on the Ground: Highlighting the MNsure Outreach Canvass Team. With the open enrollment deadline just weeks away, the MNsure Outreach canvass team has been vigorously pounding the pavement in search of hard-to-reach uninsured Minnesotans. Over the past several weeks, more than 7,040 conversations have taken place in grocery stores, malls, and colleges resulting in 876 unique "uninsured" identifications –or, put differently, an uninsured contact rate of 12% (more than double the statewide uninsured rate). What's more, over 78% of these have been captured through the "Make a Plan" mobile app, dramatically increasing the scope of the Outreach team's follow-up efforts. Speaking more than 7 different languages between them -- including Somali, Spanish, Russian, and Portuguese -- this dynamic and motivated team has been absolutely instrumental in increasing outreach into notoriously uninsured communities down the final stretch.

Theme Weeks: Higher Ed Week is in full swing and amazing events are happening at 12 campuses across the state, including 6 in the metro and 6 in greater MN. In lead up to these events, organizers and canvassers flyer'd campuses, engaged with campus leadership, and partnered with key assisters and navigators to engage a key demographic in the final weeks of open enrollment. Further, by placing an unprecedented emphasis on social media promotion, including over a dozen targeted Facebook ads and a coordinated content sharing effort, more online RSVPs were captured during Higher Ed Week than ever before. Thank you to those who have partnered to make these events a big success.

Theme Weeks: Bar and Restaurant Week rounds out the theme weeks next week, when we'll focus on engaging the Young Invincible population at establishments across the state. Events are being set up to engage not only patrons but employees in the service and hospitality industry. Using a similar coordinated content sharing and paid social media approach as implemented for Higher Ed Week, we are expecting yet another round of big online RSVP, turnout and enrollment numbers. So if you'd like to organize something similar in your town, please let your grassroots organizer know by this Friday! [Click here for a list of events next week.](#)

Reminders

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

- 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 MNSure meetings.

- 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. 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. The next round of certifications will begin February 2.
- **Training upload for certification.** The training upload of new assisters into the MNSure Learning Center is being completed twice a month. The next round of training uploads will begin February 2. 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](#)