



# Open Enrollment and Beyond

*The Role of Assisters in the  
Federally-Facilitated Marketplace  
(FFM) After Open Enrollment*

*February 5, 2016*



# Post Open Enrollment

Following the end of Open Enrollment for the individual market, Navigators, certified application counselors (CACs), and non-Navigator assistance personnel in the FFM (including SPMs) (“assisters”), will continue many of their existing functions.

# Key Role in Three Areas

- 1. Enrollment Assistance:** continuing to assist eligible consumers enroll in coverage.
- 2. Post-Enrollment Assistance:** helping consumers with questions related to utilizing their coverage.
- 3. Outreach and Education:** providing consumers with educational information about the Affordable Care Act (ACA) and health insurance.

# Enrollment Assistance

- Expect to assist individuals in several key groups that are still able to enroll in coverage:
  - Consumers eligible for a Special Enrollment Period (SEP);
  - Consumers eligible for Medicaid/CHIP;
  - American Indians/Alaskan Natives; and
  - Small businesses wanting to enroll employees in SHOP.

# Post-Enrollment Assistance

- Expect to continue and enhance efforts to help consumers navigate the health insurance and health care system.
- This includes helping consumers to:
  - Understand and use their health coverage;
  - Understand their rights as health care consumers;
  - Learn about how to appeal eligibility and coverage decisions; and
  - Report a change in circumstance and navigate subsequent eligibility redeterminations.

# Outreach and Education

- Expect to continue to educate consumers about the benefits of the ACA in preparation for the 2017 enrollment cycle.
- This includes:
  - Building trust in your communities;
  - Building and strengthening community partnerships and local coalitions; and
  - Reflecting on what worked and what didn't work in 2016.

# Ongoing CMS Engagement and Support

- Assister Webinars and Newsletters
- Assister Page on Marketplace.CMS.gov
- CMSzONE Community Online Resource Library for Marketplace Assisters
- Navigator Project Officers
- Regional Office Staff

# Planned Technical Assistance Topics

Time Period	Topic
Early Spring	Role of Assisters post Open Enrollment including SEPs, complex scenarios, taxes, post enrollment, etc.
Summer	Deep Dives on specific topics including special population outreach and education, SHOP, best practices, etc.
Early Fall	Getting ready for 2017 Open Enrollment, including assisters policies, guidance, and requirements
2017 Open Enrollment	Latest information and updates on issues affecting consumers



# Assister Feedback

- If you are a Navigator grantee, please inform your Navigator project officer.
- If you are a CAC designated organization, please send an email with the subject line “Assister TA Feedback” to [CACQuestions@cms.hhs.gov](mailto:CACQuestions@cms.hhs.gov).