

## **New Health Insurance Marketplace: Opportunities for Public Health**

Open Enrollment Begins October 1, 2013  
Coverage Starts January 1, 2014

### **Opportunities for Public Health**

#### **Health Insurance Marketplace**

[HealthCare.gov](http://HealthCare.gov)

- ❑ The Health Insurance Marketplace will be a new and easier way to find affordable health insurance.
- ❑ Many people will get a break on costs at the Marketplace. New tax credits can reduce insurance premiums right away.
- ❑ Every health plan will offer comprehensive coverage, from doctors to medications to hospital visits, and free preventive care.
- ❑ Through the same streamlined application process, many will find out if they are eligible for Medicaid or CHIP.

## Opportunities for Public Health

**Covering more people with health insurance improves population health.**

- ❑ People can get care they need to stay healthy.
- ❑ Many preventive care services are free for new health plans.
- ❑ People with health coverage get more preventive care and report better physical and mental health.

Baicker K, Taubman SL, Allen HL, et al. The Oregon experiment -- Effects of Medicaid on clinical outcomes. *N Engl J Med* 2013;368:1713-1722. Baicker K, Finkelstein A. The effects of Medicaid coverage -- learning from the Oregon experiment. *N Engl J Med* 2011;365:683-685

## Opportunities for Public Health

### Access to Care

**Most insurance plans, including all plans on the Marketplace, will provide many free preventive services.**

**Examples include:**

- ❑ Blood pressure, diabetes, and cholesterol tests
- ❑ Cancer screenings, including mammograms and colonoscopies
- ❑ Counseling to help quit smoking, lose weight, eat healthfully, identify depression, reduce alcohol use, and avoid sexually transmitted infections
- ❑ Screenings for sexually transmitted infections
- ❑ Regular well-woman, well-baby, and well-child visits
- ❑ Routine vaccinations against flu, pneumonia, measles, polio, meningitis, and many other diseases
- ❑ Care to ensure healthy pregnancies

[healthcare.gov/what-are-my-preventive-care-benefits](http://healthcare.gov/what-are-my-preventive-care-benefits)

## **Opportunities for Public Health**

### **Access to Care**

- ❑ More than 1-in-5 uninsured men aged 18-45 end up in the emergency room each year.
- ❑ More than 1-in-3 Americans without insurance have problems paying medical bills.
- ❑ People with health coverage get more preventive care.

## **Opportunities for Public Health**

### **Access to Care**

#### **Marketplace Enrollment**

- ❑ Open October 1, 2013 to March 31, 2014
- ❑ Open October 15 to December 7 each year beginning in 2014
- ❑ Special Enrollment Periods available in certain circumstances during the year (childbirth, employment changes, etc.)
  - Medicaid and CHIP enrollment open year-round

**Coverage starts as early as January 1, 2014.**

## Opportunities for Public Health

### “Get Covered. Stay Healthy.”

#### For more information now

- ❑ [HealthCare.gov](http://HealthCare.gov) ; [CuidadoDeSalud.gov](http://CuidadoDeSalud.gov)
  - ❑ Sign up to get updates at [healthcare.gov/subscribe](http://healthcare.gov/subscribe), [twitter.com/HealthCareGov](https://twitter.com/HealthCareGov), and [facebook.com/Healthcare.gov](https://facebook.com/Healthcare.gov)
  - ❑ 24/7 Call Center: 1-800-318-2596 ( 1-855-889-4325 TTY/TDD)
- ❑ Partner resources available at [marketplace.cms.gov](http://marketplace.cms.gov)

#### Starting October 1, 2013, visit [HealthCare.gov](http://HealthCare.gov) to

- ❑ Learn about available health coverage choices
- ❑ Find community-based Navigators that will provide unbiased advice about coverage choices
- ❑ Sign up for coverage online or on the phone