



Health Insurance Marketplace in Alaska The Role of Hospitals

The Patient Protection and Affordable Care Act (ACA) introduces some of the most extensive changes to the health care system since the implementation of the Medicaid and Medicare programs in the 1960s. Given the vast number of changes taking place in eligibility, processes for accessing coverage, and types of coverage available, hospitals need to take a proactive role in educating consumers.

Impartial, objective, and patient-centered education and assistance are essential for getting Alaskans enrolled into the best coverage for which they are eligible. As trusted health care providers in their communities, hospitals are an ideal source of information and support for Alaskans who will be purchasing health insurance coverage possibly for the first time.

Important points for hospitals on the Health Insurance Marketplace

- The open enrollment period began October 1, 2013 and continues until March 30, 2014.
- There is still much work to be done to ensure that eligible individuals get access to affordable health insurance during the open enrollment period.
- The Alaska health insurance marketplace website is now functioning well and enrollments are increasing. Consumers can check prices and enroll in coverage.
- Individuals may be able to enroll on their own. Those with more complicated family situations will need help from an assister or broker.
- ***People won't enroll if they don't know about the new coverage options.*** That's why it's critical for all community stakeholders, including hospitals, to help make the enrollment process easy, accessible and widely available.

Actions hospitals can do to support enrollment in the new coverage options:

- Register as a Certified Application Counselor Organization and support staff to complete free on-line training to become certified assistors.
- Refer patients to consumer resources to get help to enroll (see list on page 2) before the end of open enrollment.
- Post HealthCare.gov information on your website.
- Hang posters and/or give out fact sheets and brochures about the Marketplace in your hospital.

- Use CMS-published information to help providers understand the Marketplace enrollment process. [10 Things Providers Need to Know](#)
- Use CMS-published information to support conversations with patients about the health insurance marketplace. [10 things to Tell Your Patients](#)
- Include a story about the Marketplace in your organizational newsletter or other publication.
- Help your staff learn about the Marketplace and the ACA through educational sessions provided by Enroll Alaska and sponsored by ASHNHA or other on-line resources.
- Provide space for enrollment sessions or fairs (ideally, with computers so people can check out the Marketplace online).
- Visit the [ASHNHA webpage](#) for resources on the Health Insurance Marketplace.

Resources to Help Consumers Enroll in Coverage

Alaska 2-1-1 Information and Referral Line

Dial 2-1-1 or 1-800-478-2221 to connect with an Alaska 2-1-1 Information and Referral Specialist who can guide consumers to Marketplace information and enrollment resources, including in-person assistance, in their community.

Enroll Alaska

Licensed insurance brokers will help consumers enroll in coverage.

Phone: 907-770-5100 or Toll Free: 1-855-385-5550 to find a broker near you.

Email: info@enrollalaska.com

HealthCare.gov or 24/7 Consumer Call Center: 800/318-2596 – Compare plans, apply for coverage, and enroll.

Marketplace Insurance Plans – Customer Service

Moda Health 1-888-873-1395

Premera 1-800-508-4722

