

Fact Sheet

The Affordable Care Act – Coordinating Toll-Free Information Services

The Role of AMCHP

AMCHP supports state maternal and child health (MCH) programs and provides national leadership on issues affecting women and children. We work with partners at the national, state, and local levels to expand medical homes, provide and promote family-centered, community-based, coordinated care for children with special health care needs and facilitate the development of community-based systems of services for children and their families.

The AMCHP National Center for Health Reform Implementation

provides state MCH leaders and their partners with the information, tools and resources to optimize the opportunities presented by the Patient Protection and Affordable Care Act (ACA) for improving services, systems, and health outcomes for MCH populations.

Introduction

The U.S. Department of Health and Human Services (HHS) has established a consumer [help center](#) to support the enrollment of individuals and families in new health insurance coverage options created by the Affordable Care Act (ACA). The help center includes a toll-free telephone support line that is available twenty-four hours a day/seven days a week and is supported in more than 150 languages. A live chat feature also is accessible through the website.

State Title V MCH programs have historically played an important role in outreach and enrollment for MCH populations. The Title V statute requires that states “provide for a toll-free telephone number (and other appropriate methods) for the use of parents to access information about health care providers and practitioners who provide health care services under [Title V and Medicaid] and about other relevant health and health-related providers and practitioners.” Accordingly, this is an important opportunity to consider how to best coordinate existing and emerging resources to ensure that all women, children and their families have the necessary support to navigate the new health insurance coverage landscape.

How Can MCH Leaders Get Involved?

As an MCH leader in your state, here are three steps to take in connecting women, children and their families to health insurance coverage:

- 1) Call the HHS ACA help center 1-800-318-2596, TTY: 1-855-889-4325, available 24/7 and experience it for yourself. Also, visit the [help center website](#) and test out the chat support feature.
- 2) Find out if your state has a consumer support system of its own. Individuals can find local help [here](#).
- 3) State Title V agencies can consider coordinating their required toll-free 800 number with the emerging marketplace call centers to ensure seamless information and properly direct MCH populations to services. The ACA regulations that govern marketplaces require they must “provide for operation of a toll-free call center that addresses the needs of consumers requesting assistance.” This is an opportunity for state Title V programs to coordinate with the marketplaces.

Sources and Selected Resources for Further Information

- **Association of Maternal & Child Health Programs**

[Outreach and Enrollment Fact Sheet for MCH Leaders](#)

[Who Will be Covered for What in 2015 and Beyond?](#)

[Champions for Coverage](#)

Additional information covering key aspects of the ACA that pertain to MCH populations is available at: <http://www.amchp.org/Policy-Advocacy/health-reform/Pages/default.aspx>

- **Maternal and Child Health Bureau, Health Resources and Services Administration, HHS**
Information on the Title V Maternal and Child Health Services Block Grant and other related programs and efforts is available at: mchb.hrsa.gov/
- **U.S. Department of Health and Human Services, consumer marketplace:** healthcare.gov/

AMCHP Staff Contact Information

This fact sheet is part of a series of AMCHP tools, documents and resources on implementation of the ACA and its impact on maternal and child health populations. For more information, please visit the AMCHP website at: amchp.org and/or contact the AMCHP staff listed below. All AMCHP staff can be reached by phone at: (202) 775-0436.

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