Fact Sheet
The Affordable Care Act – Outreach and Enrollment

Overview
Beginning Nov. 15, 2014, the Health Insurance Marketplaces created by the Affordable Care Act (ACA) will enable individuals and families to shop for and enroll in health insurance plans. This fact sheet includes informational resources and suggested steps for state maternal and child health (MCH) leaders to support outreach and enrollment and help ensure improved access to care for MCH populations.

The important dates are:

- **November 15, 2014**: Open Enrollment starts -- the first day individuals can apply for 2015 coverage
- **December 15, 2014**: The last date to enroll for coverage that starts January 1, 2015
- **December 31, 2014**: Date when all 2014 Marketplace coverage ends, no matter when an individual enrolled
- **January 1, 2015**: The date 2015 coverage can start if an individual applies by December 15, 2014, or if an individual accepts automatic enrollment in your 2014 plan or a similar plan
- **February 15, 2015**: The last day to enroll in 2015 coverage. If an individual misses this deadline, s/he can’t sign up for a health plan inside or outside the Marketplace for the rest of 2015. The only exception is if s/he qualifies for a Special Enrollment Period.

There is no limited enrollment period for Medicaid and CHIP.

For information on how Individuals can apply, visit the [healthcare.gov](http://healthcare.gov).

Support via telephone (800-318-2596 – available 24 hours a day, 7 days a week, but closed Thanksgiving and Christmas. Individuals can find local help [here](http://healthcare.gov)).

Suggested Steps for MCH Leaders:

1) Check if your state MCH Web pages, 800 number hotlines and print materials can link to the federal exchange ([healthcare.gov](http://healthcare.gov)) or directly to your state marketplace where applicable.
2) Assess and, where appropriate, coordinate with the groups funded in your state to provide in-person assistance to those seeking help enrolling. Navigators will serve as an in-person resource for Americans who want additional assistance in shopping for and

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The AMCHP Role

**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 promote women’s health; provide and promote family-centered, community-based, coordinated care for women and children; and facilitate the development of community-based systems of services for women, 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.
enrolling in plans in the health insurance marketplace this fall. Click here for a list of the recipients of Navigator grants in federally facilitated and state partnership marketplaces. States running their own marketplace can provide contacts for state-funded navigators. A list of Federally Qualified Health Centers funded to support enrollment is available here.

3) Ensure that front-line staff providing MCH services in your state, in settings such as WIC agencies, Title X family planning clinics, local health departments, Healthy Start sites, home visiting programs, school-based health centers, primary care and specialty clinics, hospitals, and any other sites that potentially eligible families seek services have the information that need to inform, refer and where appropriate help enroll people in coverage.

Sources and Selected Resources for Further Information

- **Fact Sheets on outreach and enrollment**: AMCHP also created several fact sheets related to outreach and enrollment on [Coordinating Toll-Free Services](#) and the [Navigator Program](#).

- **Archived Webinar on ACA Coverage and Pregnant Women**: On Aug. 28, 2013 AMCHP along with National Health Law Program, the American Congress of Obstetricians and Gynecologists, the March of Dimes, the National Partnership for Women and Families, and the National Women’s Law Center took part in the first of the *Health Reform and Insurance Coverage for Pregnant Women* webinar series. This webinar series provides background and answers questions about insurance options for pregnant women and their families. The link to the webinar and slides can be found here.

- **An Ongoing Resource on Outreach and Enrollment for MCH Professionals**: In recognition of the AMCHP work to support state Title V programs in outreach and enrollment, AMCHP became a [Champion for Coverage](#), which means that as an organization, AMCHP will link our members to official health insurance marketplace resources in support of efforts to get millions of Americans enrolled in health insurance.

Additional information covering key aspects of ACA that pertain to MCH populations is available at: [amchp.org/Policy-Advocacy/health-reform/resources/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 website and marketplace**: [healthcare.gov/](#)

- **Centers for Medicare and Medicaid Services health insurance marketplace resources**: [marketplace.cms.gov/](#)

**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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