

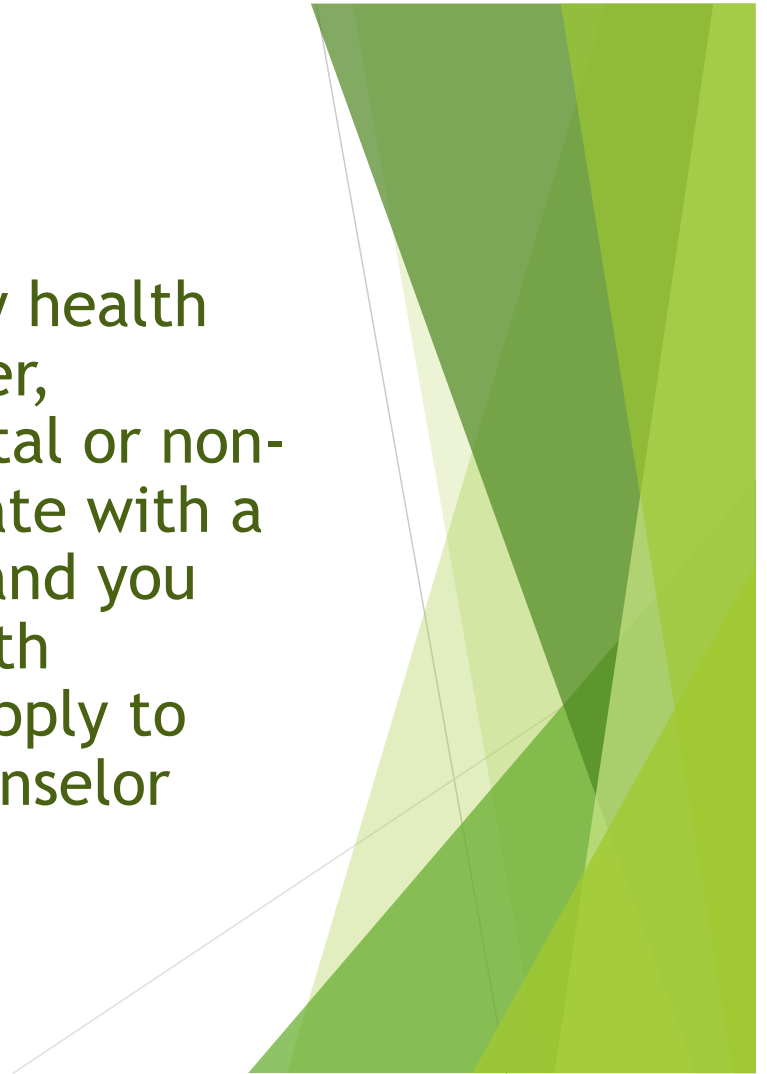


Becoming a Certified Application Counselor Organization

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Who.....

- ▶ If your organization is a community health center or other health care provider, hospital, a non-federal governmental or non-profit social service agency in a state with a Federally-facilitated Marketplace and you want to help people apply for health insurance coverage then you can apply to become a certified application counselor organization



Why.....

- ▶ The clinical consequences of being uninsured are manifest: the uninsured are more likely to forego needed care, enter care late, and have poorly coordinated care (*Institute of Medicine, Washington, National Academy Press*)
- ▶ People seek information from people they know and trust
- ▶ The more resources, the higher likelihood, we will touch someone when they are ready to make a decision (*right place, right time*)
- ▶ It is better for people and systems when healthcare services are covered by health insurance

How.....

Sign an agreement with CMS

<https://marketplace.cms.gov/technical-assistance-resources/assister-programs/about-assister-programs.html>

Agree to:

- Ensure your staff and volunteers will help people understand, apply, and enroll for health coverage through the Marketplace.
- Ensure that designated individuals complete required training, and that they comply with privacy and security laws, and other program standards. CAC issues volunteers login credentials. Those bank of numbers are issued after the agreement is signed/approved from CMS. The training is on-line at <https://eidm.cms.gov/EIDMLoginApp/userlogin.jsp>

What.....

- ▶ Outreach and education to your patients
- ▶ On-site appointments
- ▶ Enroll-a-thons
- ▶ Partner with other groups in your community
- ▶ Teaching the next generations (if part of your mission)

You can do it!
Change lives: help people get health insurance