

# We've got you covered:

**What Women Need to Know  
About Enrollment** A Toolkit for Advocates

1

Talking Points  
And General  
Enrollment  
Information  
pages 2-4

2

Frequently  
Asked  
Questions  
pages 5-9

3

I Am A Woman  
Profile Series  
pages 10-26





## Introduction

**STARTING IN NOVEMBER**, millions of American women will be able to enroll in new, affordable insurance, with coverage effective as early as January 1st 2015. In each state, women will be able to choose a high quality plan that covers important health services like maternity care, prescription drugs, and preventive health services. This toolkit provides resources for advocates and community leaders to make sure women and their families find out about new health coverage options available through a Health Insurance Marketplace in their state.

For more information, including individual state enrollment information, please visit: [www.nwlc.org/enrollment](http://www.nwlc.org/enrollment).

## Enrollment Talking Points for Advocates

November 2014

### General

Starting on November 15, millions of Americans will be able to enroll, or re-enroll, in affordable insurance, with coverage effective as early as January 1 of next year. If you are currently enrolled in a Marketplace plan, this is an opportunity to go back to the Marketplace and see what new options are available. All insurance plans have to cover doctor visits, hospitalizations, maternity care, emergency room care, and prescription drugs. You can find a plan that fits your budget and get financial help with premiums and cost-sharing if you need it. All insurance plans have to show their costs and what services they cover in simple, easy-to-understand language. And, insurance plans can't refuse to cover you if you have a pre-existing condition.

### Coverage in the Marketplace

In each state, you can choose a high quality plan that covers all of the basic care you need, including doctor visits, hospital visits, maternity care, emergency room care, and prescription drugs. All insurance plans will have to show their costs and what services they cover in simple, easy-to-understand language. But, if you need help understanding your options, you can call a designated phone number, or receive one-on-one help from groups in your community.

### Security/Peace of mind

You will get the health care you need, when you need it. You no longer have to worry that your health plan could drop you (or your family members) when you get sick. Also, you will have greater access to the care you need, including preventive services with no out-of-pocket expenses like co-pays or deductibles.

### Protection from Debt/Medical Bankruptcy

You can choose a quality plan that covers all the basic care you need and fits your budget – and that protects you from the financial risk of serious illness. If a family member gets sick, you don't have to worry about big medical bills or going into bankruptcy. Plus, your insurance would protect you from unexpected costs like a large bill from the emergency room for a broken bone.

### Help Enrolling

You can get help in-person through a group in your community, over the phone, online at [healthcare.gov](http://healthcare.gov), or directly from an insurance company. Trained staff at local organizations can answer questions about the financial help you may be eligible for, and walk you through the coverage details of your plan options.

### Subsidies/Tax Credits

You may qualify for financial help with your insurance costs. The government will send these subsidies straight to your insurance plan every month to help cover the cost of your premium. You may also qualify for help with cost-sharing, such as deductibles, copayments, and coinsurance.

### Fine/Penalty

Nearly everyone must have health insurance in 2015, or pay a fine. If you have very low income or cannot find an affordable plan, you may be exempted from paying this fine.

## NWLC Targeted Messages for Moms

### Pre-existing conditions

Being a woman no longer means being a pre-existing condition. Insurance companies can no longer deny women health coverage because they have a pre-existing health condition, or if they are a survivor of domestic violence or had a Caesarean section. Similarly, they can no longer charge women more than men for the same health plan, simply for being women.

### Role of Mom

Most women would do anything for their loved ones, including making sure they get the care that they need when they need it and protecting them from financial catastrophe if they get sick. But too many young adults believe they don't need health insurance. But who do they listen when it comes to health care? Mom. Talk to your adult kids about why they need health coverage and the health insurance options they have to choose from.

### General

Starting on November 15, people who need insurance can sign up for insurance plans online at [healthcare.gov](http://healthcare.gov), over the phone, or in-person through a community group. If your loved ones have been uninsured, have trouble affording their premiums or have a substandard insurance plan, they will be able to choose a quality plan in the Marketplace that works for them. If they already have a plan through the Marketplace, they should visit the Marketplace to update their information and understand any new options that are available this year.

### Safety/Security

You will get the health care you need, when you need it. You will no longer have to worry that your family members could be dropped from their insurance coverage when they get sick. Also, you will have greater access to the care you need, including preventive services with no out-of-pocket expenses like co-pays or deductibles.

## Messages for Young Women

### Financial Help

Before the law, many young women couldn't afford health insurance. Now, millions of people receive financial help to buy a health insurance plan. If you have Marketplace coverage, you can shop for a new plan or choose to stay in your current plan beginning on November 15, with coverage beginning as soon as January 1 next year. Plans must cover important things like preventive services and screenings, birth control and maternity care. You may qualify for financial help with premiums and cost-sharing depending on your income. You may also qualify for free or low-cost health insurance through Medicaid.

## Well-Woman Visits

When you sign-up for a new health plan, your plan must cover women's preventive services without any cost-sharing. This includes your well-woman visits, which are an opportunity to receive all your recommended preventive services and talk with your health care professional about how to manage your health. Your plan will cover multiple well-woman visits each year, if you need them. And, if you are pregnant, many of your prenatal visits will be covered without any cost-sharing as part of your well-woman visits.

## We've Got You Covered: Frequently Asked Questions on Health Care Enrollment

November 2014

### BACKGROUND ON INSURANCE

#### 1. What is health insurance?

Health insurance helps you pay for medical costs such as doctor visits, prescription drugs, and visits to the emergency room or a hospital stay. Health insurance is there to protect you from unmanageable medical bills in case of a medical emergency or a serious health problem. Health insurance also covers basic medical costs related to seeing your doctor or health care provider for preventive services such as birth control, annual check-ups, or health screenings.

#### 2. Why do I need insurance?

You never know when you will need medical services. If something happens to you—if you are in a car accident, need to have your appendix out or find out you have diabetes—then how will you pay for your medical care? Without insurance you could owe tens of thousands of dollars for medical care you needed to save your life or manage your condition. If you don't have health insurance, you will probably have to pay a fine of \$325 (per adult without insurance in your household) — or 2 percent of your family income, whichever is more.

#### 3. What is a premium? What is cost-sharing? What is a deductible?

You pay a monthly premium to the insurance company for your health coverage. You pay a premium whether you use health services or not.

When you get medical services that are covered by your plan, you will likely pay cost-sharing. This might be a set dollar amount, called a co-pay or co-payment, such as \$20 or \$30 a visit. Or you might pay a percentage of the allowed cost of the service, called co-insurance. Your insurance may cover a different proportion of the cost depending on whether you see a provider that is in or out of the insurance company's network of providers.

A deductible is the amount you pay for covered health care services before your health plan begins to pay your health care bills. For example, if your deductible is \$1,000, your plan won't pay for your health services until you've paid \$1,000 yourself. However, any payments you make for services your plan does not cover—perhaps acupuncture or message therapy—will not count towards your deductible. The deductible does not apply to preventive services—including well-woman visits, birth control, and breastfeeding support and supplies—which are covered without any patient cost-sharing and any other services your plan excludes from the deductible.

## GETTING COVERAGE

### 4. What if I already have insurance?

If you already have insurance either through your job, your spouse or partner's job, your school, or your parents, you don't need to make any changes. If you purchased insurance on your own or through the Marketplace, you should review your options for 2015 on [healthcare.gov](http://healthcare.gov) or your state Marketplace's website. If you buy your insurance through the Marketplace, you should also update your account with any new information about your family size and income to make sure that your monthly premium for 2015 is as accurate as possible.

### 5. How do I get insurance?

The Health Insurance Marketplace is a one stop shop where you can compare health insurance plans. There is a Marketplace operating in every state. Some states run their own Marketplace, and in other states, the federal government operates the Marketplace. Starting November 15, you can fill out an application to find out if you are eligible for financial assistance or other programs that provide low cost insurance. Even if you are not eligible for this help, you can still buy insurance through the new Marketplace. You can find out where to get in-person assistance at [localhelp.healthcare.gov](http://localhelp.healthcare.gov). Or, to apply on your own, go to [www.healthcare.gov](http://www.healthcare.gov) or call 1-800-318-25966.

## RENEWING A MARKETPLACE PLAN

### 6. When can I enroll?

People can shop for health insurance coverage from November 15 through February 15, 2015. This is called the "open enrollment period." During this period you can shop for insurance, compare plans, and purchase a plan. Coverage begins as early as January 1, 2015 for people who enroll and pay by December 15, 2014.

### 7. When does health coverage take effect?

You can shop for insurance options starting November 15. The date your coverage takes effect depends on when you enroll or renew your coverage.

- If you enroll or renew your coverage between November 15, 2014-December 15, 2014→Your coverage will take effect January 1, 2015.
- If you enroll or renew your coverage between December 16, 2014-January 15, 2015→Your coverage will take effect February 1, 2015.
- If you enroll or renew your coverage between January 16, 2014-February 15, 2015→Your coverage will take effect March 1, 2015.

While the health care law makes sure you can get health insurance even if you are sick, you can only start your coverage during specific periods. So if you don't have insurance and get sick, you may have to wait months before your insurance starts. Once your insurance starts, it won't pay for services you have already used.

### 8. What happens if I don't enroll on time?

You can only enroll during open enrollment periods. This means that, if you don't enroll before February 15 then you will have to wait until next fall and your coverage won't begin until January 1, 2016. The exception would be if you qualify for a "special enrollment period" because you lose other health coverage, get married, divorced, give birth or adopt a child, or become newly eligible for financial assistance. You could then enroll after February 15.

### 9. What happens if I bought insurance through the Marketplace last year?

If you bought insurance through the Marketplace last year, you will receive notices from your health insurance company and from the Marketplace. These letters will indicate whether the plan you are currently enrolled in will continue, changes to your monthly premium, and information about how your income is calculated for the financial help you may receive.

Even if you bought a plan through the Marketplace last year, you should visit [healthcare.gov](http://healthcare.gov) to update your information and consider whether you want to purchase a different plan this year. If you do not visit [healthcare.gov](http://healthcare.gov), you will be automatically enrolled in the same plan or another plan offered by the same insurance company you have now. However, a new plan could have a different premium, cost-sharing responsibilities, or network of participating doctors and hospitals than your current plan. In addition, changes in your family size or income, for example, could influence which plan best fits your needs and budget.

If you choose to enroll in a new plan, you should let your insurance company know you are dis-enrolling from your previous plan. This will ensure you are only charged a monthly premium for the new plan.

### 10. What if I bought insurance from an insurance company or through a broker last year?

If you bought a Marketplace plan directly from an insurance company or through a broker last year, you will receive notices from the health insurance company and the Marketplace. These letters will indicate whether the plan you are currently enrolled in will continue, changes to your monthly premium, and information about how your income is calculated for the financial help you may receive. You should visit [healthcare.gov](http://healthcare.gov) to update your information and consider whether you want to purchase a different plan this year. If you do not visit [healthcare.gov](http://healthcare.gov), you will be automatically enrolled in the same plan or another plan offered by the same insurance company you have now.

If you have a continuation of an old plan through an insurance company or broker, you should visit [healthcare.gov](http://healthcare.gov) to see what options are available through the Marketplace. Old plans don't always provide comprehensive benefits and there is no financial help to pay for your premiums, so you can probably find a better plan for your needs and budget at [healthcare.gov](http://healthcare.gov). To understand your options, you can find in-person assistance through [localhelp.healthcare.gov](http://localhelp.healthcare.gov).

### 11. What if the plan I have is no longer available?

If the plan you have now is no longer available, you should visit [healthcare.gov](http://healthcare.gov) to explore your options.

### 12. What if my income or family size changes during the plan year?

You may need to change your insurance coverage in some circumstances. If you become pregnant, you may be eligible for your state's Medicaid program (depending on your income). If you have changes in your family size, income, or if you lose or gain a job, you should check back with Navigators or other community assistance, or at [www.healthcare.gov](http://www.healthcare.gov) to see if you are eligible for more financial assistance, or a different type of insurance coverage.

### 13. What will insurance cover?

All insurance plans available through the Marketplace cover a core set of essential health benefits including maternity and newborn care, doctor visits, preventive care, hospitalization, prescriptions, and more.

#### 14. Will plans cover preventive services?

Many preventive services are covered without cost-sharing, which means you can get these services with no cost to you. These services include mammograms, cervical cancer screenings, diabetes and blood pressure screenings, depression screenings, and vaccinations. Plans also have to cover additional preventive services for women including birth control, well woman visits, lactation counseling and supplies, and screening for gestational diabetes.

#### 15. Can I stay with the same doctor or clinic?

Each insurance plan contracts with a network of health care providers. They are sometimes called “participating providers” or “in network providers.” You can compare insurance plans through the Marketplace to find out which plans your doctor, hospital or clinic has joined. Some plans only pay for services provided by doctors or other providers that are in their network. Other plans cover some of the cost if you go out of their network. However, you may need to pay the provider up-front and ask the plan to pay you back. In addition, you may end up paying more than you would to see an in-network provider because the plan will often pay much less than an out-of-network doctor’s charges. It can be difficult to find out the exact amount you will have to pay for an out-of-network doctor.

### PAYING FOR INSURANCE

#### 16. How much will the insurance cost and when do I have to pay?

You may have to pay a monthly premium for your health insurance. If your income is low enough, you may qualify for enough financial help that you do not have to pay a monthly premium. Otherwise, your premium will depend on which plan you choose, the number of people covered by your plan, where you live, your age and your income. You may also get help with cost-sharing, including deductibles, co-pays and co-insurance. You will need to pay your first month’s premium before your coverage will be effective.

The Marketplace categorizes plans into four tiers—from Bronze plans, which have the highest cost-sharing, to Platinum plans, which have the lowest cost-sharing. The tiers let you easily compare plans that have similar financial protections. There are limits on the maximum amount you will ever have to pay for covered services to protect you and your family. Go to [www.healthcare.gov](http://www.healthcare.gov) or call 1-800-318-2596 to find out more.

#### 17. How does financial assistance work?

Financial assistance helps make health insurance more affordable so more people can buy coverage. If you are eligible for this help, the money will go directly to the insurance company and you will pay less each month for your health insurance. Financial assistance is available for many middle class families— families with annual incomes up to about \$79,000 for a family of three and \$95,000 for a family of four will qualify for help. Families with somewhat lower incomes will also qualify for help with cost-sharing, including co-payments, co-insurance and deductibles. Your eligibility for financial assistance will depend on your income and family size.

#### 18. What if I don’t pay on time?

You need to pay your premium each month to keep your health insurance. However, if you are receiving financial assistance, you will have a grace period of 90 days if you have problems paying. If you do not receive financial assistance, then you need to check with the Marketplace to find out whether or not you have a grace period. If you do not pay within your grace period, your health insurance benefits will be cancelled as of the last month that was paid. You will be responsible the full cost of any health services you used during the grace period. You will not be able to enroll again until the next enrollment period.

#### Things to think about:

- If you get pregnant, you may be eligible for other types of insurance. Check in with a Navigator or [www.healthcare.gov](http://www.healthcare.gov) to find out other options.
- If you give birth or adopt a child, you may be eligible for additional financial help to pay for insurance because your family sized changed. Check in with [www.healthcare.gov](http://www.healthcare.gov).
- If you change jobs or have an increase or decrease in salary, your eligibility for financial assistance may change. Check in with [www.healthcare.gov](http://www.healthcare.gov).
- If you get married, divorced or legally separated your eligibility may change. Check in with [www.healthcare.gov](http://www.healthcare.gov).
- If you don’t get insurance, you will probably have to pay a fine. The fine for 2015 will be \$325 (per adult without insurance in your household) or 2 percent of your family income, whichever is more. There are a few exceptions to this requirement. Native Americans and certain religious communities, like the Amish, are exempt from the requirement. Other people can apply for a “hardship exemption” if they cannot afford health insurance. Check with [www.healthcare.gov](http://www.healthcare.gov) to see if you would qualify for any exemption. But remember, most people will have to pay a fine if they don’t have insurance.



# I am a woman

PROFILE SERIES

## I'm an Uninsured Woman: What Does the Health Care Law Mean for Me?

September 2013

*You may have heard that the health care law – sometimes called Obamacare – has many benefits for women, including women like you who are currently uninsured. Starting in October, millions of Americans will be able to enroll in new, affordable insurance, with coverage effective as early as January 1 of next year. Here are some facts about how the health care law helps women like you:*

### You can find coverage through the new Health Insurance Marketplaces

- Starting in October, there will be new, affordable insurance options available for people without health insurance through Health Insurance Marketplaces, which will operate in every state. The Marketplace will allow you to comparison shop to find the insurance plan that meets your needs and budget.
- Enrollment in Marketplace plans begins in October, and coverage will be effective as early as January 1, 2014. You can apply for coverage online, by mail, or in-person. You will be able to talk with experts in-person at local organizations, by phone, or online. Trained staff will also answer questions about the financial help that you and your family may be eligible for, and can walk you through the cost and coverage details of different plans.
- And, all insurance plans will have to show their costs and what they cover in simple, easy-to-understand language.

### Important health services will be covered

- All plans will cover essential health services, including maternity care, hospitalization, emergency room visits, prescription drugs, behavioral health, and preventive care.
- Plans must cover certain preventive services with no out-of-pocket costs for you. These services include well-woman visits, birth control, mammograms, cervical cancer screenings, and screening for diabetes, hypertension, and depression.
- New plans cannot reject you or charge you a higher premium because you're a woman or because of your medical history. And, you can't be denied coverage because of a pre-existing condition.

### You may qualify for more affordable health insurance

- Millions of people will get financial help to buy a health insurance plan. Depending on your income, you may get help paying for your health insurance premiums.

### You may be eligible for Medicaid

- States can accept federal funding to cover more people through their Medicaid programs. States that choose this option can cover everyone with incomes below approximately \$15,200 for an individual, or \$31,200 for a family of four, through this public health insurance.
- Medicaid coverage must include a standard package of services, including doctor visits, hospitalizations, prescription drugs, and many important women's health services.
- Individuals with Medicaid coverage can access services with minimal out-of-pocket costs.

For more information on how to use the new Health Insurance Marketplaces or what coverage is available, visit: [www.healthcare.gov](http://www.healthcare.gov).

## I'm an Uninsured Woman with a Pre-Existing Condition: Coming Soon - New Health Coverage Options For You

September 2013

*You may have heard that the health care law – sometimes called Obamacare – has many benefits for women, including women like you who are currently uninsured with a pre-existing condition. Starting in October, millions of Americans will be able to enroll in new, affordable insurance, with coverage effective as early as January 1 of next year. Here are some facts about how the health care law helps women like you:*

### You can't be denied coverage or charged more because of your pre-existing condition

- Beginning in January 2014, health insurance plans can no longer turn you down because of your medical history, exclude certain care or make you wait until it is covered.
- New plans can't charge you a higher premium because you're a woman or because of your medical history.

### You can find coverage through the new Health Insurance Marketplaces

- Starting in October, there will be new, affordable insurance options available for people without health insurance through Health Insurance Marketplaces, which will operate in every state. The Marketplace will allow you to comparison shop to find the insurance plan that meets your needs and budget.
- Enrollment in Marketplace plans begins in October, and coverage will be effective as early as January 1, 2014. You can apply for coverage online, by mail, or in-person. You will be able to talk with experts in-person at local organizations, by phone, or online. Trained staff will also answer questions about the financial help that you and your family may be eligible for, and can walk you through the cost and coverage details of different plans.
- And, all insurance plans will have to show their costs and what they cover in simple, easy-to-understand language.

### Important health services will be covered

- All plans will cover essential health services, including maternity care, hospitalization, emergency room visits, prescription drugs, behavioral health, and preventive care.
- Plans must cover certain preventive services with no out-of-pocket costs for you. These services include well-woman visits, birth control, mammograms, cervical cancer screenings, and screening for diabetes, hypertension, and depression.



- New plans cannot reject you or charge you a higher premium because you're a woman or because of your medical history. And, you can't be denied coverage because of a pre-existing condition.

### You may qualify for more affordable health insurance

- Millions of people will get financial help to buy a health insurance plan. Depending on your income, you may get help paying for your health insurance premiums.

### You may be eligible for Medicaid

- States can accept federal funding to cover more people through their Medicaid programs. States that choose this option can cover everyone with incomes below approximately \$15,200 for an individual, or \$31,200 for a family of four, through this public health insurance.
- Medicaid coverage must include a standard package of services, including doctor visits, hospitalizations, prescription drugs, and many important women's health services.
- Individuals with Medicaid coverage can access services with minimal out-of-pocket costs.

For more information on how to use the new Health Insurance Marketplaces or what coverage is available, visit: [www.healthcare.gov](http://www.healthcare.gov).

## I'm a Young Uninsured Woman: Coming Soon - New Health Coverage Options For You

September 2013

*You may have heard that the health care law – sometimes called Obamacare – has many benefits for women, including young women like you who are currently uninsured. Starting in October, millions of Americans will be able to enroll in new, affordable insurance, with coverage effective as early as January 1 of next year. Here are some facts about how the health care law helps women like you:*

### You may be able to get coverage on your parent's health insurance plan

- Young adults can now remain on their parents' health insurance policy as a dependent until age 26. (To find out if you can enroll at the next open enrollment, ask your parent to check with their employer or health plan.)

### You can find coverage through the new Health Insurance Marketplaces

- Starting in October, there will be new, affordable insurance options available for people without health insurance through Health Insurance Marketplaces, which will operate in every state. Through the Marketplace, you can comparison shop to find the insurance plan that meets your needs and budget.
- Enrollment in Marketplace plans begins in October, and coverage will be effective as early as January 1, 2014. You can apply for coverage online, by mail, or in-person. You will be able to talk with experts in-person at local organizations, by phone, or online. Trained staff will also answer questions about the financial help that you and your family may be eligible for, and can walk you through the cost and coverage details of different plans.
- And, all insurance plans will have to show their costs and what they cover in simple, easy-to-understand language.

### Important health services will be covered

- All plans will cover essential health services, including maternity care, hospitalization, emergency room visits, prescription drugs, behavioral health, and preventive care.
- Plans must cover certain preventive services with no out-of-pocket costs for you. These services include well-woman visits, birth control, mammograms, cervical cancer screenings, and screening for diabetes, hypertension, and depression.
- New plans cannot reject you or charge you a higher premium because you're a woman or because of your medical history. And, you can't be denied coverage because of a pre-existing condition.

### You may qualify for more affordable health insurance

- Millions of people will get financial help to buy a health insurance plan. Depending on your income, you may get help paying for your health insurance premiums.
- If you are under 30 you can choose a policy with higher cost-sharing than other plans available in the Marketplace. This type of plan may have lower premiums.

### You may be eligible for Medicaid

- States can accept federal funding to cover more people through their Medicaid programs. States that choose this option can cover everyone with incomes below approximately \$15,200 for an individual, or \$31,200 for a family of four, through this public health insurance.
- Medicaid coverage must include a standard package of services, including doctor visits, hospitalizations, prescription drugs, and many important women's health services.
- Individuals with Medicaid coverage can access services with minimal out-of-pocket costs.

For more information on how to use the new Health Insurance Marketplaces or what coverage is available, visit: [www.healthcare.gov](http://www.healthcare.gov).

## My Family is Uninsured: What Does the Health Care Law Mean for Me?

September 2013

*You may have heard that the health care law – sometimes called Obamacare – has many benefits for women, including women like you who are looking for health insurance for your family. Starting in October, millions of Americans will be able to enroll in new, affordable insurance, with coverage effective as early as January 1 of next year. Here are some facts about how the health care law helps women like you:*

### You can find coverage through the new Health Insurance Marketplaces

- Starting in October, there will be new, affordable insurance options available for people without health insurance through Health Insurance Marketplaces, which will operate in every state. The Marketplace will allow you to comparison shop to find the best insurance plan to meet you and your family's needs and budget.
- Enrollment in health insurance through the Marketplace begins in October, and coverage is effective as early as January 1, 2014. You can apply for coverage online, by mail, or in-person. You will be able to talk with experts in-person at local organizations, by phone, or online. Trained staff will also answer questions about the financial help that you and your family may be eligible for, and can walk you through the cost and coverage details of different plans.

### Important health services will be covered

- All plans will cover essential health services, including maternity care, hospitalization, emergency room visits, prescription drugs, behavioral health, and preventive care.
- Plans must cover certain preventive services with no out-of-pocket costs for your family. These services include well-woman visits, well-child visits, birth control, mammograms, cervical cancer screenings, vaccinations, and screening for diabetes, hypertension, and depression.
- New plans won't be allowed to reject you and your family or charge a higher premium because of your family's medical history. And, no one in your family will be denied coverage because of a pre-existing condition.

### You may qualify for more affordable health insurance

- Millions of people will get financial help to buy a health insurance plan. Depending on your income, your family may get help paying for your health insurance premiums. And, all insurance plans will have to show their costs and what they cover in simple, easy-to-understand language.

### You may be eligible for Medicaid

- States can accept federal funding to cover more people through their Medicaid programs. States that choose this option can cover everyone with incomes below approximately \$31,200 for a family of four, through this public health insurance.
- Even if your state has not expanded coverage, many women and families are still eligible for Medicaid but are not enrolled. Visit [www.healthcare.gov](http://www.healthcare.gov) to learn more.
- Medicaid coverage must include a standard package of services, including doctor visits, hospitalizations, prescription drugs, and many important women's health services.
- Individuals with Medicaid coverage can access services with minimal out-of-pocket costs.

For more information on how to use the new Health Insurance Marketplaces or what coverage is available, visit: [www.healthcare.gov](http://www.healthcare.gov).

## I'm a Woman Who Has Health Insurance... BUT, it's too expensive or inadequate: Coming Soon - New Health Coverage Options For You

September 2013

*You may have heard that the health care law – sometimes called Obamacare – has many benefits for women, including women like you who currently have insurance but it's too expensive or inadequate. Starting in October, millions of Americans will be able to enroll in new, affordable insurance, with coverage effective as early as January 1 of next year. Here are some facts about how the health care law helps women like you:*

### You can find coverage through the new Health Insurance Marketplaces

- Starting in October, there will be new, affordable insurance options available for people who currently purchase health insurance directly from an insurance company. These plans will be available through Health Insurance Marketplaces, which will operate in every state. The Marketplace will allow you to comparison shop to find the insurance plan that meet your needs and budget.
- Enrollment in Marketplace plans begins in October, and coverage will be effective as early as January 1, 2014. You can apply for coverage online, by mail, or in-person. You will be able to talk with experts in-person at local organizations, by phone, or online. Trained staff will also answer questions about the financial help that you and your family may be eligible for, and can walk you through the cost and coverage details of different plans.
- And, all insurance plans will have to show their costs and what they cover in simple, easy-to-understand language.

### Important health services will be covered

- All plans will cover essential health services, including maternity care, hospitalization, emergency room visits, prescription drugs, behavioral health, and preventive care.
- Plans must cover certain preventive services with no out-of-pocket costs for you. These services include well-woman visits, birth control, mammograms, cervical cancer screenings, and screening for diabetes, hypertension, and depression.
- New plans cannot reject you or charge you a higher premium because you're a woman or because of your medical history. And, you can't be denied coverage because of a pre-existing condition.

### You may qualify for more affordable health insurance

- Millions of people will get financial help to buy a health insurance plan. Depending on your income, you may get help paying for your health insurance premiums and cost-sharing.

### You may be eligible for Medicaid

- States can accept federal funding to cover more people through their Medicaid programs. States that choose this option can cover everyone with incomes below approximately \$15,200 for an individual, or \$31,200 for a family of four, through this public health insurance.
- Medicaid coverage must include a standard package of services, including doctor visits, hospitalizations, prescription drugs, and many important women's health services.
- Individuals with Medicaid coverage can access services with minimal out-of-pocket costs.

**For more information on how to use the new Health Insurance Marketplaces or what coverage is available, visit: [www.healthcare.gov](http://www.healthcare.gov).**

## I'm a Woman Who Buys My Own Insurance: Coming Soon - New Health Coverage Options For You

September 2013

*You may have heard that the health care law – sometimes called Obamacare – has many benefits for women, including women like you who are currently insured through your employer. Starting in October, millions of Americans will be able to enroll in new, affordable insurance, with coverage effective as early as January 1 of next year. Here are some facts about how the health care law helps women like you:*

### You can find coverage through the new Health Insurance Marketplaces

- Starting in October, there will be new, affordable insurance options available for people who currently purchase health insurance directly from an insurance company. These plans will be available through Health Insurance Marketplaces, which will operate in every state. The Marketplace will allow you to comparison shop to find the insurance plan that meet your needs and budget.
- Enrollment in Marketplace plans begins in October, and coverage will be effective as early as January 1, 2014. You can apply for coverage online, by mail, or in-person. You will be able to talk with experts in-person at local organizations, by phone, or online. Trained staff will also answer questions about the financial help that you and your family may be eligible for, and can walk you through the cost and coverage details of different plans.
- And, all insurance plans will have to show their costs and what they cover in simple, easy-to-understand language.

### Coverage includes important health services

- All plans will cover essential health services, including maternity care, hospitalization, emergency room visits, prescription drugs, behavioral health, and preventive care.
- Plans must cover certain preventive services with no out-of-pocket costs for you. These services include well-woman visits, birth control, mammograms, cervical cancer screenings, and screening for diabetes, hypertension, and depression.
- New plans cannot reject you or charge you a higher premium because you're a woman or because of your medical history. And, you can't be denied coverage because of a pre-existing condition.

### You may qualify for more affordable health insurance

- Millions of people will get financial help to buy a health insurance plan. Depending on your income, you may get help paying for your health insurance premiums and cost-sharing.

### You may be eligible for Medicaid

- States can accept federal funding to cover more people through their Medicaid programs. States that choose this option can cover everyone with incomes below approximately \$15,200 for an individual, or \$31,200 for a family of four, through this public health insurance.
- Medicaid coverage must include a standard package of services, including doctor visits, hospitalizations, prescription drugs, and many important women's health services.
- Individuals with Medicaid coverage can access services with minimal out-of-pocket costs.

For more information on how to use the new Health Insurance Marketplaces or what coverage is available, visit: [www.healthcare.gov](http://www.healthcare.gov).

## I'm a Woman Who Owns a Small Business: What Does the Health Care Law Mean for Me?

September 2013

*You may have heard that the health care law – sometimes called Obamacare – has many benefits for women, including women like you who own a small business. Starting in October, millions of Americans will be able to enroll in new, affordable insurance, with coverage effective as early as January 1 of next year. Here are some facts about how the health care law helps women like you:*

### You May Be Eligible for a Tax Credit to Help You Provide Health Insurance

- Small businesses can qualify for tax credits to help them afford their company's health insurance costs if they:
  - Employ fewer than 25 full-time workers;
  - Pay average annual wages below \$50,000; and
  - Cover at least half of the cost of premiums for their employees.
- If you are providing health coverage to your employees this year, you may be eligible for the tax credit. For 2013, the credit is worth up to 35% of the premiums paid by the employer (25% for nonprofit employers).
- In 2014, the credit increases to 50% of the premium paid by the employer (35% for nonprofit employers). To be eligible for the credit in 2014 and later years, a small employer must pay premiums on behalf of employees enrolled in coverage through a Marketplace.
- The credit is available to eligible employers for two consecutive taxable years.

### You can find coverage for your business through the new Marketplaces

- The Marketplace is a new, easy-to-use Health Insurance Marketplace with options for small employers. The Marketplace will allow you to comparison shop to find the best options to meet your employees' needs and serve as a single stop for you as the employer. The Marketplace will operate in every state and will be open to businesses with fewer than 50 or 100 employees, depending on the state.
- You can begin the enrollment process through the Marketplace starting in October, with coverage effective as early as January 1 of next year. Help will be available to find the best plan that meets the needs of your small business.

### Important health services will be covered

- All plans will cover essential health services, including maternity care, hospitalization, emergency room visits, prescription drugs, behavioral health, and preventive care.
- Plans must cover certain preventive services with no out-of-pocket costs for your employees. These services include well-woman visits, birth control, mammograms, cervical cancer screenings, and screening for diabetes, hypertension, and depression.

### You will NOT face penalties if you're unable to provide coverage to employees

- Although beginning in 2015, some businesses may face penalties if they do not provide health insurance, this will not apply to those with fewer than 50 full-time equivalent employees.
- If you are unable to provide coverage to your employees, let them know they may find affordable coverage options through the new Marketplace.

For more information on how to use the new Health Insurance Marketplaces or what coverage is available, visit: [www.healthcare.gov](http://www.healthcare.gov).

## I'm a Woman Insured Through an Employer: Coming Soon - New Health Coverage Options For You

September 2013

*You may have heard that the health care law – sometimes called Obamacare – has many benefits for women, including women like you who are currently insured through your employer. Starting in October, millions of Americans will be able to enroll in new, affordable insurance, with coverage effective as early as January 1 of next year. Here are some facts about how the health care law helps women like you:*

***If you have affordable health insurance through your employer, you can keep your existing insurance plan and still receive all the new benefits, better protections, and stronger cost controls in the health care law.***

### New rules protect you from insurance company abuses

- Health plans are already prohibited from imposing lifetime dollar limits on your coverage and plans renewing or starting in 2014 will no longer be allowed to place any annual dollar limits on coverage.
- You will have direct access to your OB/GYN because health plans cannot require a referral or approval prior to obstetrical or gynecological care.

### Women have access to preventive health services with so copays

- All new health plans must cover key preventive health services for women without cost-sharing. Your employer plan may be a new plan if it has changed the benefits it covers or the premiums or cost-sharing it charges since the law was passed.
- These preventive services include mammograms, cervical cancer screenings, diabetes and blood pressure screenings, depression screenings, and vaccinations. Plans must also cover additional preventive services to women including birth control, well woman visits, lactation counseling and supplies, and screening for gestational diabetes.

### Children have new coverage options and protections

- Young adults can remain on their parents' health insurance policy as a dependent until age 26.
- Health plans cannot deny coverage to children ages 0-19 with "pre-existing conditions" such as asthma and diabetes.



### **Insurers are required to spend more of your premium dollars on medical care**

- The health care law limits the percentage of your premium dollars that insurance companies can spend on profits, overhead, or marketing, so they'll spend more on your health care. If they spend too little on benefits, they will owe you a refund.
- Insurers have to publicize rate increases and justify increases that regulators consider unreasonable.

### **New rules will provide more insurance protections and comprehensive coverage**

- As of 2014, insurance companies will no longer be able to deny women coverage due to pre-existing conditions, such as having had a C-section, breast or cervical cancer, or treatment for domestic or sexual violence.
- Insurance companies can no longer charge you more for coverage because you are a woman or have a health condition.
- If you work for a small employer, your plan will have to provide a core set of essential health benefits including maternity and newborn care, mental health services and prescription drugs.

### **If your insurance is not affordable or if you leave your job, you may qualify for financial help to purchase health insurance on the new Health Insurance Marketplaces**

- If the coverage you get from your employer is inadequate or too costly—according to certain requirements in the law—you may be able to get help to buy health insurance through the new Marketplace. Your employer should be able to tell you if your plan falls below these thresholds. You can also find assistance at [www.healthcare.gov](http://www.healthcare.gov).
- Starting in October, there will be new, affordable insurance options available through Health Insurance Marketplaces, which will operate in every state. The Marketplace will allow individuals to comparison shop to find the insurance plan that meets their needs and budget.
- Enrollment in Marketplace plans begins in October, and coverage will be effective as early as January 1, 2014. You can apply for coverage online, by mail, or in-person. You can also talk with experts in-person at local organizations, by phone, or online. Trained staff will also answer questions about the financial help women and their families may be eligible for, and can walk through the cost and coverage details of different plans.

**For more information on how to use the new Health Insurance Marketplaces or what coverage is available, visit: [www.healthcare.gov](http://www.healthcare.gov).**