

Countdown to Coverage—March 31 is the Deadline to Enroll in Health Insurance!

Now is the time for individuals and families without insurance to apply for coverage at NY State of Health (NYSOH), the Official Health Plan Marketplace. Open enrollment for individuals and families looking for commercial coverage this year closes on March 31, 2014. Enrollment into Medicaid and Child Health Plus, as well as coverage for small businesses, is open year-round.

For child care providers, other early learning professionals, and the families they serve, the Health Plan Marketplace can help find affordable health insurance. Sometimes children have insurance, but their parents are uninsured. Early care and learning programs can promote NYSOH to help families get covered. No matter what a family's income is, NYSOH can help find affordable coverage.

Where to go:

NY State of Health is where New Yorkers can shop for, compare and enroll in health coverage. It is the only place to get financial assistance provided by the federal government to lower the cost of health coverage. NYSOH will also determine if people are eligible for free or low-cost coverage from Medicaid or Child Health Plus.

Apply for coverage online, by phone, or with the help of an in-person assistor. Applications for coverage can be completed online at <https://nystateofhealth.ny.gov/>.

Call a customer service specialist who can answer questions and complete your application at 1-855-355-5777 (M-F, 8am to 8pm and Saturday, 9am to 1pm).

New York has developed a network of Navigators and other in-person assistors to help families get insurance and financial assistance. Early care and learning programs can refer families who need insurance to local resources that can help them get covered. You can access a list of these Navigators and In-Person Assistors on the website of [The Marketplace](#). You can also search for an in-person assistor here: <http://info.nystateofhealth.ny.gov/IPANavigatorSiteLocations>

How to help:

Under the [Resources](#) tab, The Marketplace also has posters, brochures and rack cards available in multiple languages for your program to download or you can place orders for additional quantities. These tools will be valuable to help you get the word out about insurance coverage.

Research has repeatedly shown that children have better access to health care when their parents also have insurance. Keeping children healthy and ready to learn is key to their success. Fortunately, the Affordable Care Act requires insurance to cover benefits that are important to children, such as dental care and vision care. With the new options for coverage and financial assistance available through NYSOH, all children and their parents now have access to quality, affordable coverage.