

# Action



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Memorandum #13-07

Date: September 30, 2013

To: Board of Directors  
Medical Center Leaders Caucus  
Council of Deans, Member Medical Schools  
Council of Teaching Hospitals and Health Systems  
Council of Faculty and Academic Societies

From: Darrell G. Kirch, M.D., President and CEO

Subject: Champions for Coverage

The AAMC has become a “Champion for Coverage,” one of many organizations and businesses across the nation that will provide information to patients as they make important decisions about their health coverage beginning October 1. As part of this effort, we are working with the Department of Health and Human Services, along with other organizations and businesses across the nation, to help provide patients with the information they need to purchase affordable health insurance.

Physicians, staff, and others at your medical schools and teaching hospitals are uniquely positioned to reach the very patients for whom the Affordable Care Act’s Health Insurance Marketplace is intended. As a Champion for Coverage, the AAMC encourages you to make widely available the following information.

## **HealthCare.gov**

At this newly launched Web site, individuals, families, and small businesses can:

- Answer a few brief questions that directly route them to state-specific information about coverage options and subsidies.
- Evaluate side-by-side comparisons of benefits, premiums, and cost-sharing requirements.
- Call a 24/7 customer service center with trained staff who can answer a range of questions in English, Spanish, and over 100 other languages.
- Use a 24/7 live “Web chat” option to request assistance (available in English and Spanish).
- Get application materials and a checklist list of key deadlines.
- Read or view consumer-friendly summaries explaining ACA coverage requirements, how the Marketplace works, eligibility for Medicare or subsidies, special information for young adults, and many other topics.
- Access broad variety of other consumer-friendly resources.

## **Marketplace.CMS.gov**

- At this new Web site, physicians, staff, administrators, and others at your institutions can find a variety of regularly updated official resources to assist with outreach and educational efforts. Among the many resources are: Fact sheets, bi-fold brochures, and “Ten Things to Know” lists for providers and patients.
- Infographics you can display to explain how the Marketplace works.
- Brief videos about the application process, enrollment process, and the new Health Insurance Marketplace.
- “101” slide presentations (with speaker notes) and videos to educate staff and others at your institution.
- A broad variety of other outreach and educational materials.

## **Certified Application Counselors**

You might also consider asking some of your employees to become Certified Application Counselors (CACs). By having key staff complete an on-line training program and comply with certain program standards (e.g, privacy and security laws), you can become a CAC organization that has the knowledge needed to help people understand, apply, and enroll for health coverage through the Marketplace. More information is available at <http://marketplace.cms.gov/help-us/champion.html>.

This is a significant opportunity for AAMC members to demonstrate and fulfill our core mission of assuring that all Americans have access to health care. I encourage you to make this information widely available throughout your institutions.

Feel free to contact Christiane Mitchell, AAMC director of federal affairs at [cmitchell@aamc.org](mailto:cmitchell@aamc.org) with any questions about the resources made available at [HealthCare.gov](http://HealthCare.gov) and [Marketplace.CMS.gov](http://Marketplace.CMS.gov).

cc: Government Relations Representatives  
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