



## **For Immediate Release**

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### HCC Kicks-off ACA Marketplace Enrollment Assistance throughout West Central MO

Glitches and all, the Affordable Care Act Health Insurance Marketplaces are open for business. Open enrollment is October 1 through March 31. Those who enroll by December 15, 2013, and pay their first month's premium by the insurer's due date, will begin receiving health coverage on January 1, 2014. Missouri's federally-run Marketplace portal can be found at [HealthCare.gov](http://HealthCare.gov).

The Health Care Collaborative (HCC) of Rural Missouri has been educating area residents about the Marketplace since late August. Now, the Lexington-based nonprofit is gearing up to help individuals and families enroll.

Enrollment assistance dates and locations include:

**Waverly: October 10** - 7:30 a.m. - 7:30 p.m. - Live Well Health and Wellness Center  
608 Missouri St., Waverly, MO 64096

**Sweet Springs: October 23** - 7:30 a.m. - 7:30 p.m. - I-70 Community Hospital,  
105 E. Hospital Drive, Sweet Springs, MO 65351

**Lexington: October 24** - 7:30 a.m. - 7:30 p.m. - Margaret Gray Senior Center  
811 S. Business Hwy 13, Lexington, MO 64067

**Richmond: October 29** - 7:30 a.m. - 7:30 p.m. - United Christian Presbyterian Church  
1015 W. Royle, Richmond, MO 64085

**Higginsville: November 7** - 7:30 a.m. - 7:30 p.m. - Higginsville Senior Center  
101 W. 21st St., Higginsville, MO 64037

**Carrollton: November 9** - 8:00 a.m. - 11:00 a.m. - Carroll County Community Health Fair,  
Carrollton High School, 103 E. 9th Street, Carrollton, MO 64633

**Carrollton: November 13** - 7:30 a.m. to 7:30 p.m. - Carroll County Memorial Hospital, 1502 N.  
Jefferson Street, Carrollton, MO 64633

**Marshall: November 14** - 7:30 a.m. - 7:30 p.m. - Saline County Ambulance Building (Community  
Room) 354 W. Arrow St., Marshall, MO 65340

**Odessa: November 21** - 7:30 a.m. - 7:30 p.m. - New Horizon Presbyterian Church  
4266 Highway 131, Odessa, MO 64076

HCC was the fifth entity in Missouri to become an approved Certified Application Counselor (CAC) organization for the Marketplace, with plans to have over 30 CACs enrolled under its umbrella. CACs help consumers prepare electronic and paper applications to establish

eligibility, tax credits and/or cost-sharing reductions, and enroll in health coverage through the Marketplace. Some CACs participate in community outreach and education to raise awareness about the Marketplace. CAC organizations can include nonprofits, hospitals, community health centers, social service agencies among other entities.

“We knew that education was going to be a critical component to spreading awareness and understanding about the Marketplace,” said HCC Executive Director Toniann Richard. “We also knew that cutting through the clutter of misinformation would be something we’d also have to tackle. With help from our network partners, we’ve traveled throughout west central Missouri to educate health care consumers about the Marketplace. Through this process, we’ve reached approximately 200 individuals, face-to-face, with unbiased, neutral, ‘just the facts,’ information.”

Now, HCC is gearing up for a new challenge, helping individuals and families enroll. With unresolved glitches on HealthCare.gov, enrollment may include help with paper applications and assistance with call center enrollment. “We predicted this would happen,” said HCC Program Manager Julie Bartley. “We’ve encouraged the people that we’ve spoken with to wait a couple of weeks after October 1 to allow the system a chance to work out any issues.”

As evidenced with the bottleneck on HealthCare.gov, many people want to shop for insurance. “Glitches or not, we will begin helping consumers start the process,” Richard said. “Whether they have questions, want to enroll using paper applications, online, or just need a little handholding while speaking with a Marketplace call center representative, our role is to serve and assist.

“We do not sell insurance and we are not agents or brokers. We do not benefit financially in any way, nor do we charge people to enroll. We are trained volunteers and CACs who are providing assistance as a community service,” Richard said.

HCC, a rural health network and health care advocate, warns the public to watch out for deceptive ads about the Marketplace that tout “free insurance,” or gimmicks that charge a fee to enroll. “These are clear Centers for Medicare and Medicare (CMS) violations,” Bartley said. “If you are seeking enrollment assistance, look for support from organizations that are familiar and have been around for a while. HCC, Missouri Valley Community Action Agency, Samuel U. Rodgers and Lafayette County Health Department are among them.”

For more information or to RSVP for enrollment assistance in a city near you, visit [HCCNetwork.org/marketplace](http://HCCNetwork.org/marketplace) or call 877.344.3572. More enrollment assistance dates will be added in the coming weeks. To stay informed, visit [HCCNetwork.org/marketplace](http://HCCNetwork.org/marketplace) and follow us on Facebook and Twitter.

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