Welcome!
The webinar will begin at 2:00 Eastern/11:00 Pacific
Audio Tips

Today’s audio is streaming to your computer’s speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:

Lost all sound? Hear an echo? Click on the small radio tower icon (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.
Need Help?

Please post **technical support questions** into the **Q&A Panel**.

**Step 1:** Type the problem in the **dialog box**.

**Step 2:** Click **Send**.
Chat Etiquette

Use Chat to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

And if you’re tweeting, use these hashtags: #wjwebinar #libs4health
Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.
Closed Captioning is available

- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.
Telephone Access

If you are unable to listen via your computer, you may join by phone.

**Step 1:** At top left corner, select

*Communicate > Teleconference > Join Teleconference.*

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter the **Access Code** provided.
Remember to post to Q&A panel if you need technical assistance.

Other Technical problems?
Contact WebEx support
Event Number: 718 894 768
Phone: 1-866-229-3239

Jennifer Peterson
WebJunction
Community Manager

Kendra Morgan
OCLC Senior Program Manager
Stay Informed

On WebJunction

webjunction.org

Crossroads (monthly newsletter)

Subscribe on homepage

Health Happens in Libraries

oc.lc/ehealth
Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**Florida** Department of State’s Division of Library and Information Services  
**Idaho** Commission for Libraries  
**Illinois** State Library  
**Indiana** State Library  
**Maine** State Library  
**Minnesota** State Library Agency & Minitex  
**Mississippi** Library Commission  

**Montana** State Library  
State Library of **North Carolina**  
State Library of **Ohio**  
Access **Pennsylvania**  
**Texas** State Library & Archives Commission  
Library of **Virginia**  
**Washington** State Library
### Today’s Panel

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Susan Hildreth</strong></td>
<td>Director, Institute of Museum and Library Services</td>
</tr>
<tr>
<td><strong>Debbie Rzepczynski</strong></td>
<td>Library Skills Trainer, Lake County Public Library</td>
</tr>
<tr>
<td><strong>Lynne G. Johnson</strong></td>
<td>Director, Division of Forum and Conference Development, Partner Relations Group, CMS</td>
</tr>
<tr>
<td><strong>Jennifer Keohane</strong></td>
<td>Executive Director, Connecticut Library Consortium</td>
</tr>
<tr>
<td><strong>Melissa Moreno</strong></td>
<td>Health Insurance Specialist, Office of Communications, Division of Training, Centers for Medicare and Medicaid Services</td>
</tr>
<tr>
<td><strong>Tarnisha Brown</strong></td>
<td>Health Insurance Specialist, Office of Communications, Division of Training, Centers for Medicare and Medicaid Services</td>
</tr>
</tbody>
</table>
Health Happens in Libraries: Supporting Patron Information Needs

*Health Happens in Libraries is a program to improve public library eHealth services and support library staff capacity to respond to patron requests for information regarding the Affordable Care Act.*

*Partners will provide libraries with access to existing and customized resources to respond to patron requests for Affordable Care Act information, emphasizing local decision-making.*
Community of Practice for all states available at http://oc.lc/ehealth

Share official ACA resources for all federal and state Marketplaces

Highlight examples of resources customized by state and public libraries nationwide

Profile unique library service and partnership stories

Distribute regular resource updates and seek library input
Share your story!

- What programs or resources does your library provide to support health and wellness in your community? How do patrons and/or community partners benefit from these services?
- In what ways has your library been involved in supporting patrons with ACA application and enrollment activities? What are you learning from responding to this new information need?

Message: content@webjunction.org

Subject: Health Happens in Libraries
Health Insurance Marketplace Update
The Affordable Care Act

November 2013

Susie Butler, Deputy Director
Partner Relations Group
HealthCare.Gov Update
How We are Working to Improve

- Improvements and Enhancements
  - Tech Surge
  - Join the Conversation
Stakeholder Feedback – Open Enrollment

- Tracking and analyzing issues and experiences during Marketplace Open Enrollment
- Your feedback is important
- marketplacecomment@cms.hhs.gov
Revisiting Enrollment Assistance for Consumers

- Healthcare.gov
- Marketplace Help Center 1-800-318-2596
- Navigators, Certified Application Counselors and Assisters
  - Federally-facilitated and State Partnership Marketplaces

November 2013
Resources for Partners

  - Web-based Trainings
  - Overview of Marketplace
  - Health Insurance Marketplace 101
  - Presenter Sliders and Speaker Notes
  - Training Videos Available for Download
Become a “Champion for Coverage” and help us make sure all Americans can get the care they need, when they need it, at a price they can afford.

Why should my organization become a “Champion for Coverage?”

• To take advantage of the new, online Health Insurance Marketplace, millions of uninsured Americans need to know about it and sign up. We need help from the public and private sectors to let people know about these new benefits and get them enrolled.

Got Health Insurance??

Debbie Rzepczynski  
*Library Skills Trainer*  
Lake County Public Library  
Merrillville, IN

@DebbieRzep  
@LCPLWeb  
drzepczynski@lcplin.org
There are 7 independent library systems in Lake County

Population Stats:
Lake Co. total (2010)
496,005

Over age 65
65,870

Under age 65
430,135

Uninsured in Lake Co.
75,776
Being Proactive!

- June 2013: ALA Chicago-ACA partnership
- July: Research
- August: Staff Training
- September: Public Programs
- October: Local Info Website
- November: Public Programs
- December: More Public Programs
Staff Training #1 - Supervisors

• LCPL to absorb cost of printing applications
• Webpage of local and federal resources
• Bookmarks with websites, phone number
• Patron instructions/classes on free email
• Tips – “stand when assisting at computers”
• Train all public service staff
The Affordable Care Act

Learning About Affordable Care

Lake County Public Library has free public computers that can be used as you learn about the Affordable Care Act and use the Health Insurance Marketplace at Healthcare.gov.

While library staff cannot operate the computer for you, please consider the following public programs and government-provided web information as you explore your options.

Starting October 1, 2013, you can apply and enroll in health coverage through the Health Insurance Marketplace at HealthCare.gov. Health coverage starts as early as January 1, 2014, and open enrollment ends on March 31, 2014.

The Health Insurance Marketplace: Is It For You?

Through the Marketplace, you can apply, compare all your options, and find out if you can get lower costs on monthly premiums or get free or low-cost coverage. When you’re ready to enroll, you’ll decide how you pay your premiums or get help signing up for Medicaid or CHIP if you’re eligible.

Before open enrollment begins, you can explore your options, prepare to apply, and sign up for Marketplace updates.

Free Public Programs

Got Health Insurance? Libraries and the Affordable Care Act

Are you one of the 75,000+ residents of Lake County who are without health insurance? Join us as we unravel the misinformation about Obamacare (the Affordable Care Act) and point you in the right direction for finding insurance and following the law!

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, Nov. 14th</td>
<td>St. John Branch</td>
<td>6:00 PM</td>
</tr>
</tbody>
</table>
For other federally-facilitated marketplaces:

Check CMS -

“Protect Yourself from Fraud in the Health Insurance Marketplace”

CMS Product Ordering website:

http://productordering.cms.hhs.gov/
Stay Updated & Repeat

- Follow news coverage for latest developments
- Watch for new materials to order from CMS
- Schedule more programs
- Publicize! 🐦 #libs4health #nwindiana
- Work with nearby library systems
  “What’s LCPL doing?”
Health Happens in Connecticut Libraries

Jennifer Keohane
Executive Director
• A statewide membership collaborative serving over 800 libraries of all types by helping them strengthen their ability to serve their users.

• We achieve our mission by initiating and facilitating cost-effective services, creating and supporting educational and professional development, and fostering innovation.
The “Coming Storm” – Spring 2012

- How can we find credible speakers and information?
- Stress!
- Can we really count on getting help?
Our Goals

• Reduce Stress- quickly supply facts & training

• Save time & energy – customized tools & training, reproducible handouts/tools, information arranged by patron type and subject

• Find help- Identify credible partners & help libraries feel confident they can hand patrons over to them

• Put the ACA and “Exchange” in context- only 10% of CT residents eligible for insurance through AccessHealthCT but entire population will have questions
The Power of a Good Partner

- Established - 10 years of research & policy making
- Knowledgeable-credible speakers & resources
- Flexible - willing to customize resources & training specifically for librarians

http://universalhealthct.org/
The Partnership Plan

Community Engagement

Training & Resources for Librarians
Outcomes

• 9 workshops - 260 trained librarians
• Speakers bureau - at least 12 public programs booked by December
• Libraries use reproducible resources provided arranged by patron type/question
• Libraries host enrollment events & help sessions with Assistors
• 40+ Libraries sign up for Escape Fire film/discussion
• Publicity: CTMirror article
• We have a new library advocate/partner

“I can't tell you how much attending the seminar has helped me - not only because you provided already prepared handouts we could disseminate to our patrons, but for making me feel more confident that I had a better grasp of basics. And let's not forget the reassurance of having reputable sources to give to people who have questions for us. Thank you for all your efforts ... much appreciated." --Debbie C., Reference Librarian

“Our partnership with CLC has opened doors for our foundation's outreach, public education and community engagement work. The foundation has learned a lot from working with the librarians - particularly about how to talk with the general public about the very complex and personal issue of health care reform. We see opportunities to continue our partnership with CLC as health reform continues to evolve. “ --Universal Healthcare Foundation of CT