



Welcome!

**The webinar will begin at
1:00 Eastern/10:00 Pacific**



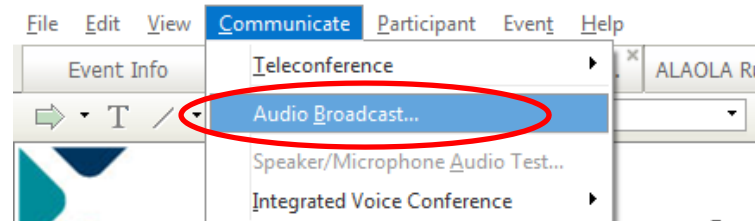
Audio Tips

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

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



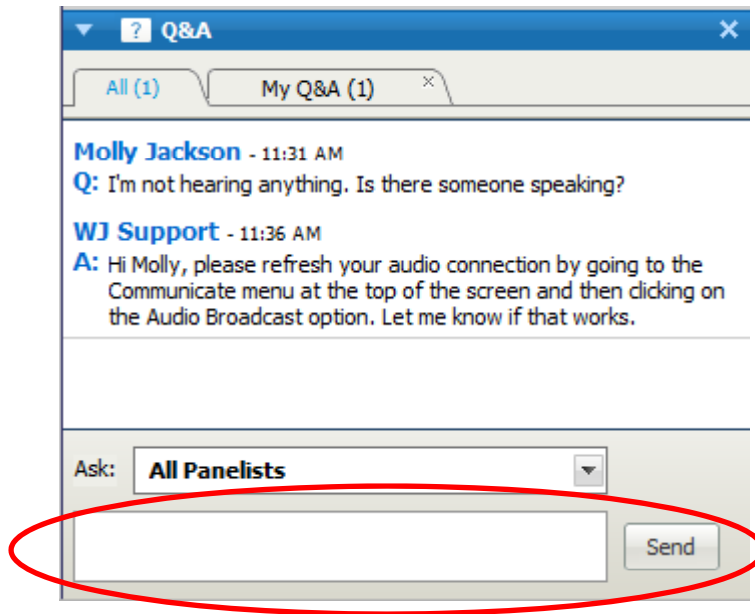
Lost all sound? Hear an echo? Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





Need Help?

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



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

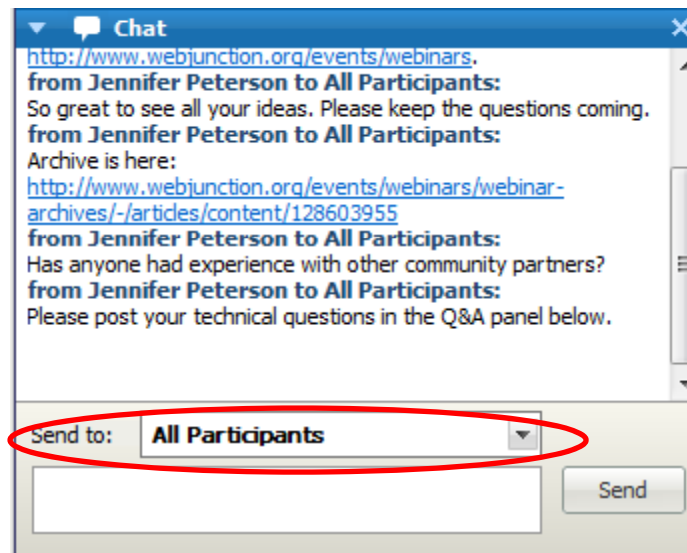
Step 2: Click **Send**.



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.



The screenshot shows a webinar interface with two main panels: 'Participants' and 'Chat'. The 'Participants' panel is at the top and includes a header with a close button (X) circled in red. Below the header, it lists 'Speaking: Jennifer Peterson (Host)', 'Panelists: 3' (Jennifer Peterson (Host), Susan Pieper, Marci Merola), and 'Attendees: 1 (1 displayed)'. The 'Chat' panel is at the bottom and shows a message from 'WJ Support to All Participants' with a 'Send' button. A red arrow points to the right edge of the 'Chat' panel header, and another red arrow points to the close button on the 'Participants' panel header.



Closed Captioning is available

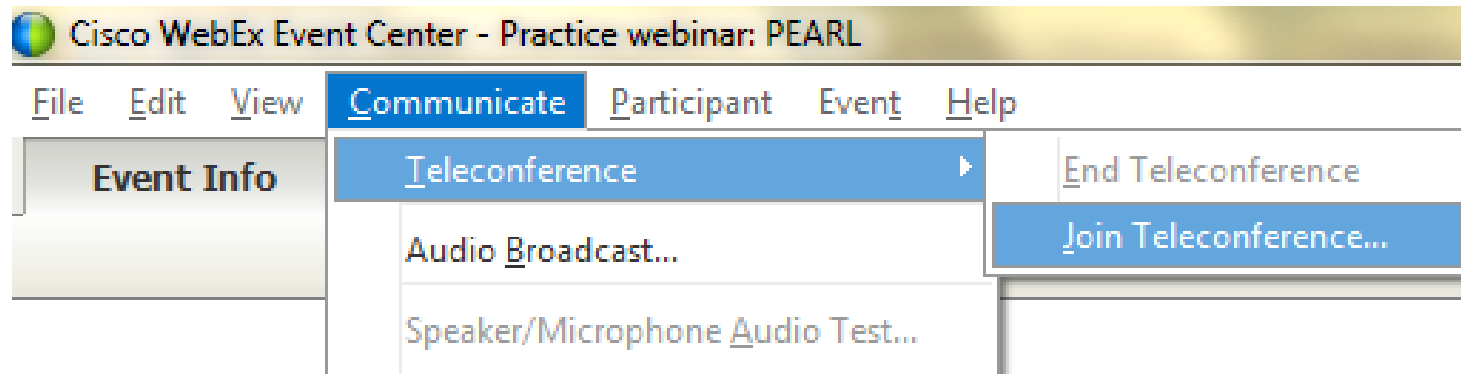
- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.

The screenshot displays the Media Viewer interface. At the top, the title bar reads "Media Viewer" and is circled in red. Below the title bar, the text "You are connected to event: WebJunctionTest" is shown. The interface includes a "Themes:" dropdown menu set to "Default", a "Font Size:" dropdown menu set to "14" (which is also circled in red), and a "Font Family:" dropdown menu set to "Arial". A list of font sizes (14, 18, 24, 30, 36, 42, 48, 54, 60, 72, 84, 96) is visible, with "14" selected. The main content area shows a snippet of text: "computer, they are unmuted by default. So there were some subtle differences. We've been using some of the other platforms for smaller events and ones we wouldn't ne". At the bottom right, a "Show/Hide Header" button is circled in red. The footer contains the text "Copyright © 2010".



Telephone Access

If you not able 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: 716 279 759

Phone: 1-866-229-3239



Co-Produced by:
Jennifer Peterson
WebJunction
Community Manager



Co-Produced by:
Betha Gutsche
WebJunction
Programs Manager



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Crossroads (monthly newsletter)

Subscribe on homepage

Libraries & Health Insurance

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



Moderated by:



Kendra Morgan
Senior Program
Manager, OCLC



Liz Morris
Project Coordinator,
OCLC



David Santana
Health Insurance Specialist, Office of
Communications, Division of Training,
Centers for Medicare and Medicaid Services



Tarnisha Brown
Health Insurance Specialist,
Office of Communications,
Division of Training,
Centers for Medicare and
Medicaid Services



Today's Panel



Susan Hildreth
Director,
Institute of Museum
and Library Services



Carmen Patlan
Community
Engagement and
Outreach Manager,
Waukegan Public
Library, IL



Susie Butler
Deputy Director,
Partner Relations
Group, Centers for
Medicare and
Medicaid Services



Tatiana Alonso
Promotoras/
Ambassador
Coordinator,
Waukegan Public
Library, IL



Evan Gallagher
Policy Analyst,
ZeroDivide



Lissa Staley
Health Information
Librarian,
Topeka and
Shawnee County
Public Library, KS



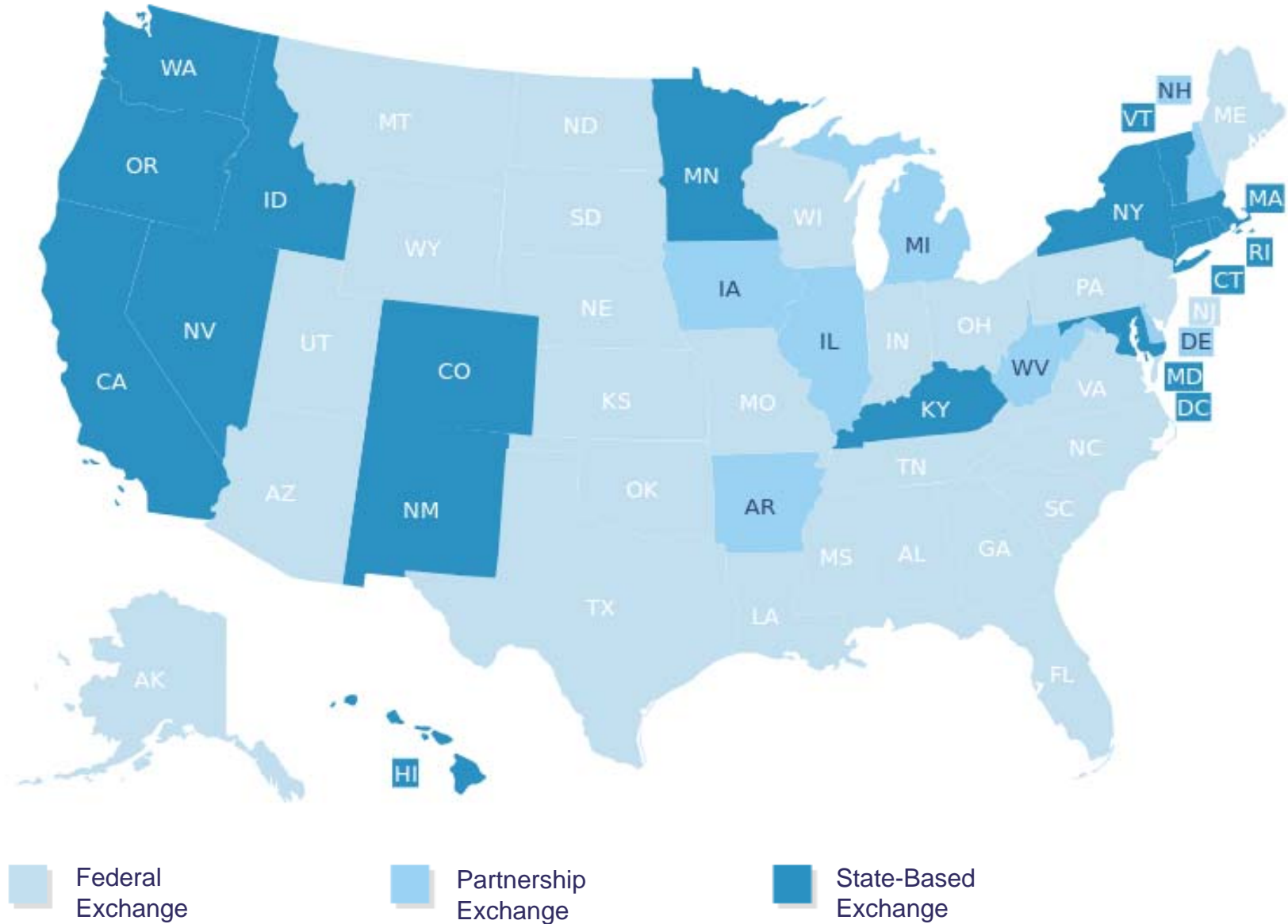
Libraries and the Affordable Care Act

As trusted information providers, libraries may see an increased demand in patron requests regarding the Affordable Care Act when open enrollment begins on October 1, 2013.

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.



Identify the Marketplace in Your State





Health Insurance Marketplace Update

The Affordable Care Act



August 2013



Susie Butler, Deputy Director
Partner Relations Group

Resources to Help Consumers

- Navigators (Grantees) - new resource to provide in-person assistance to help consumers navigate the Health Insurance Marketplace
 - Federally-facilitated and State Partnership Marketplaces
 - <http://cciio.cms.gov/programs/exchanges/assistance.html>
- Certified Application Counselors and Assisters
- HealthCare.gov
- <http://marketplace.cms.gov/>
- Marketplace Help Center 1-800-318-2596

Training Materials for Partners

- Web-based Trainings
- Overview of Marketplace
- Health Insurance Marketplace 101
- Summer 2013 Health Insurance Marketplace Training Schedule
- Training Videos Available for Download
- <http://marketplace.cms.gov/training/get-training.html>

Champions for Coverage

- 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.

Libraries and the Health Insurance Marketplace

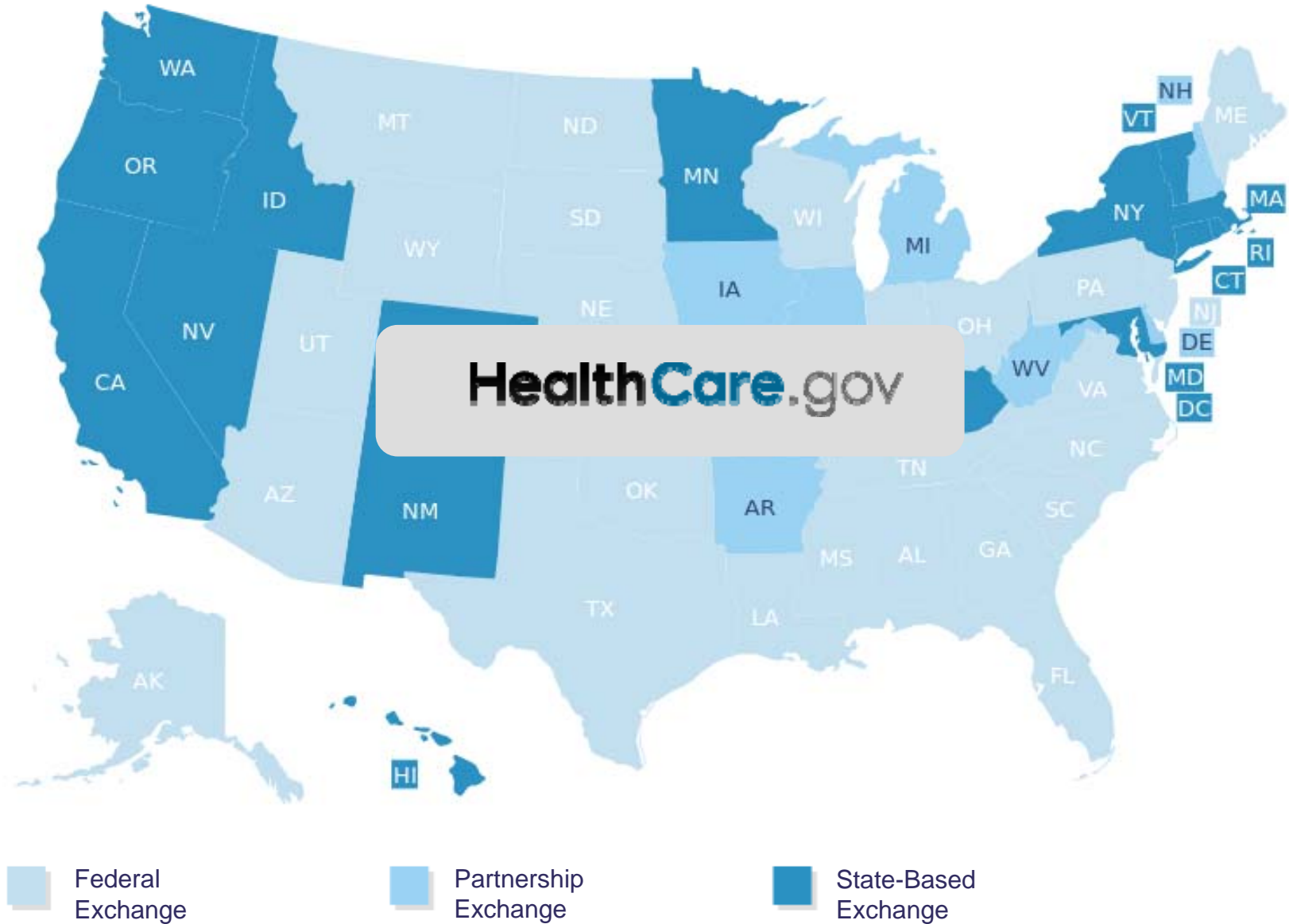


Z E R O D / V / D E[®]

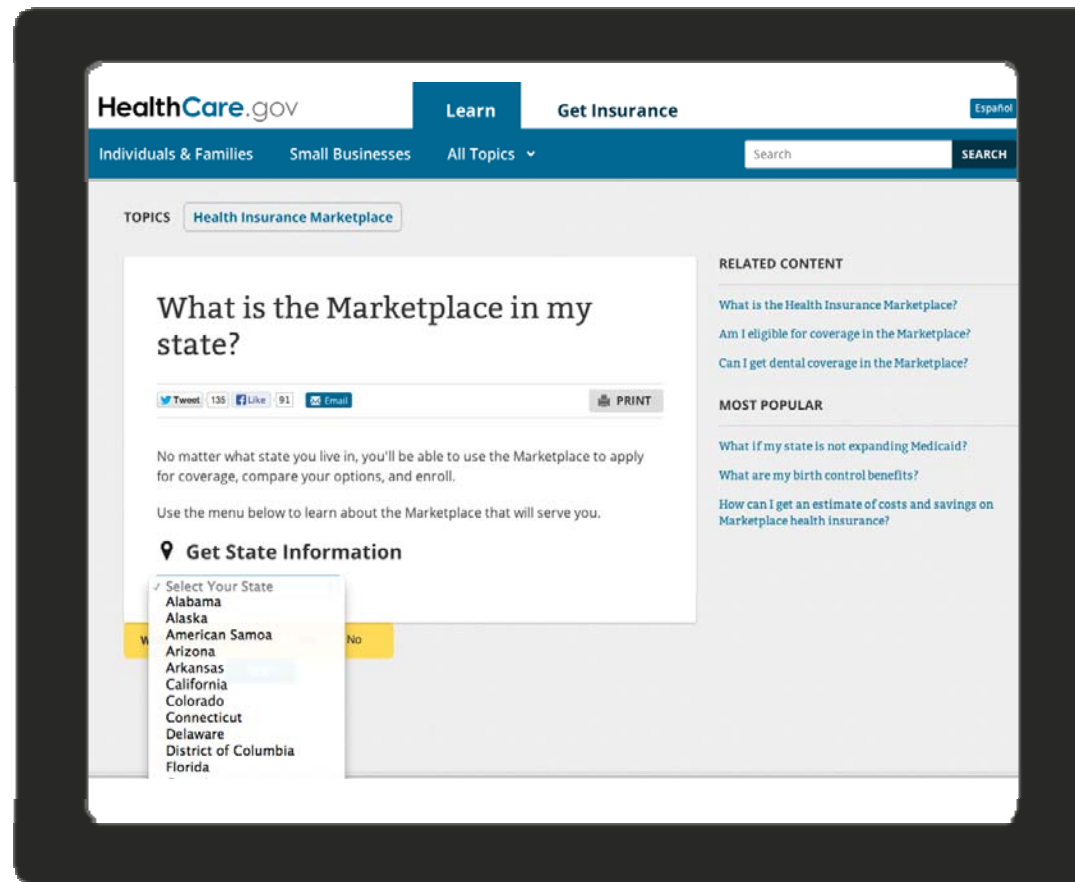
COMMUNITY / TECHNOLOGY / OPPORTUNITY

Evan Gallagher, Policy Analyst
ZeroDivide

What Are the Health Insurance Marketplaces?



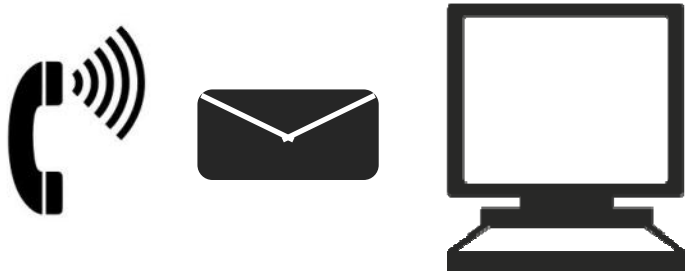
What Are the Health Insurance Marketplaces?



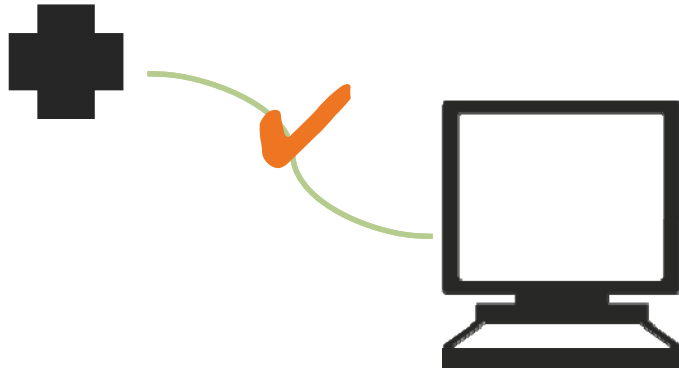
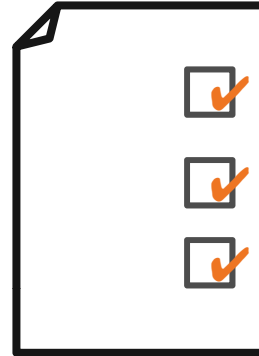
HealthCare.gov /what-is-the-marketplace-in-my-state

What Does Enrollment Look Like?

Multiple ways to enroll



Single application



Electronic verification

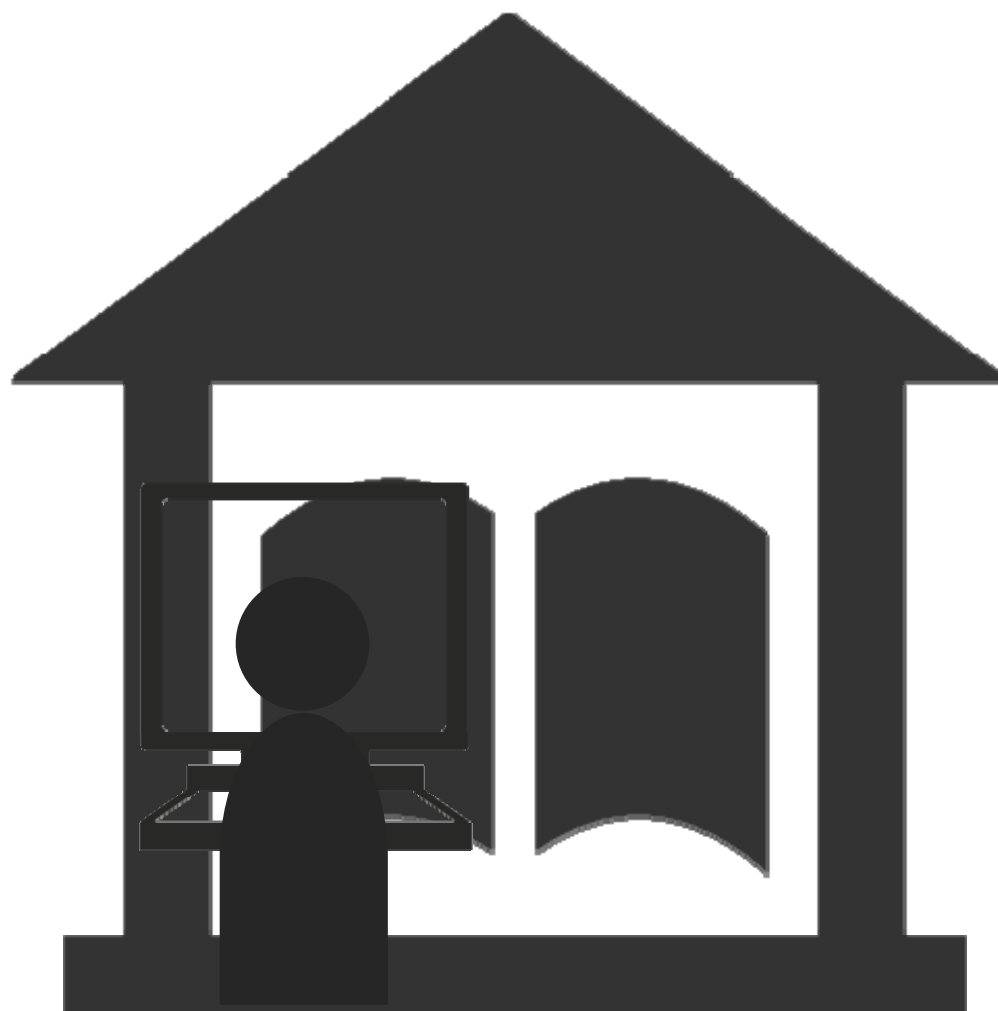


Real-time eligibility

everyone will be eligible for something

Health Is Happening in Libraries

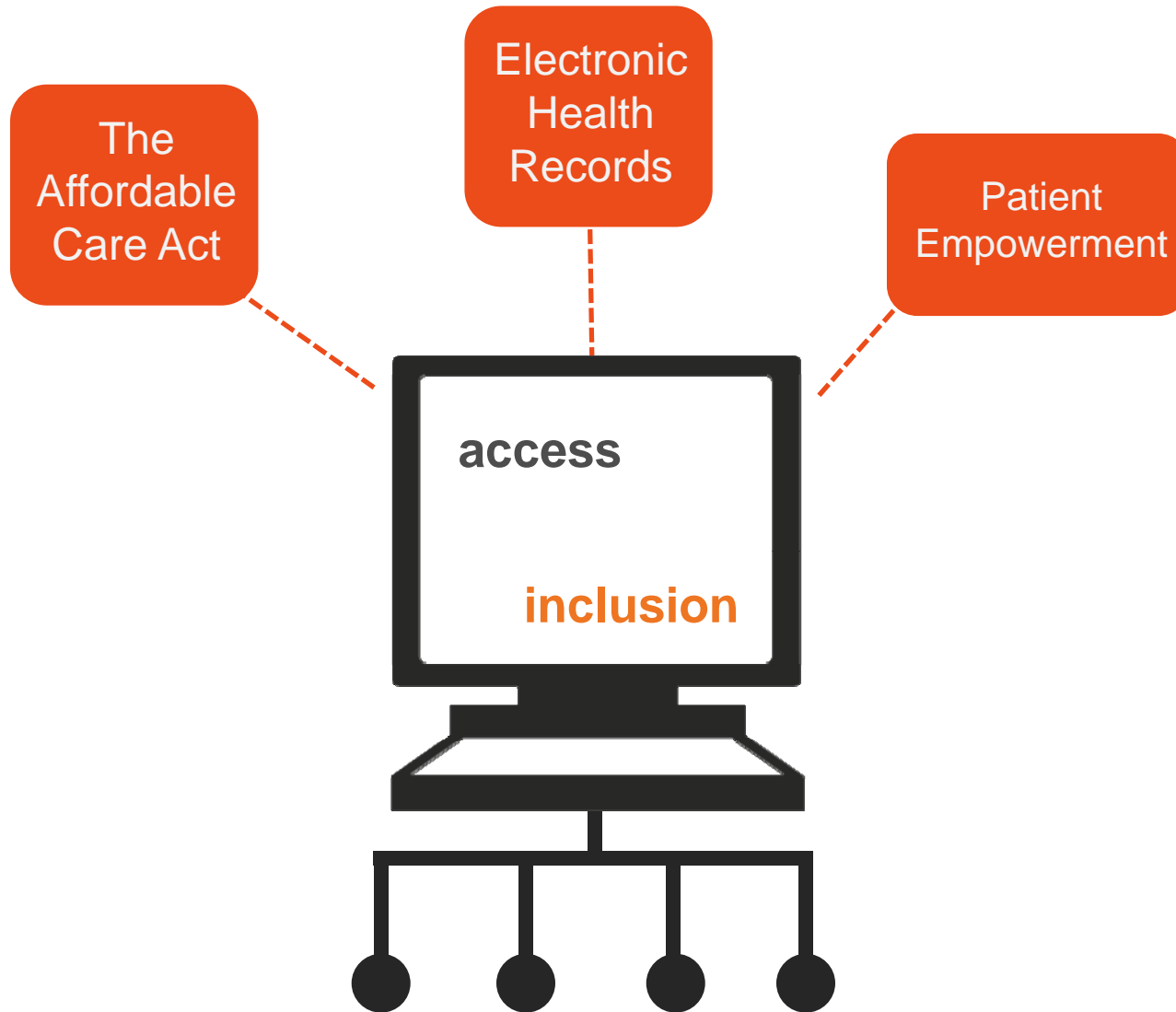
R_x



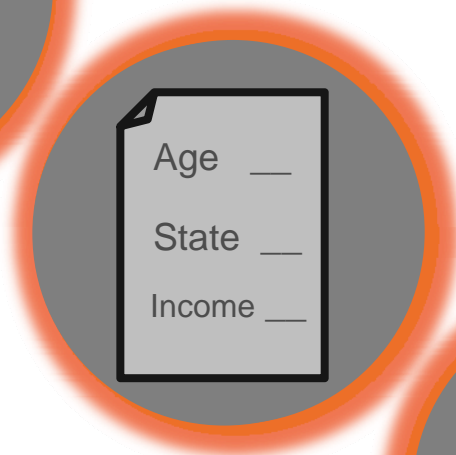
47%

of patrons retrieve health
information online at libraries

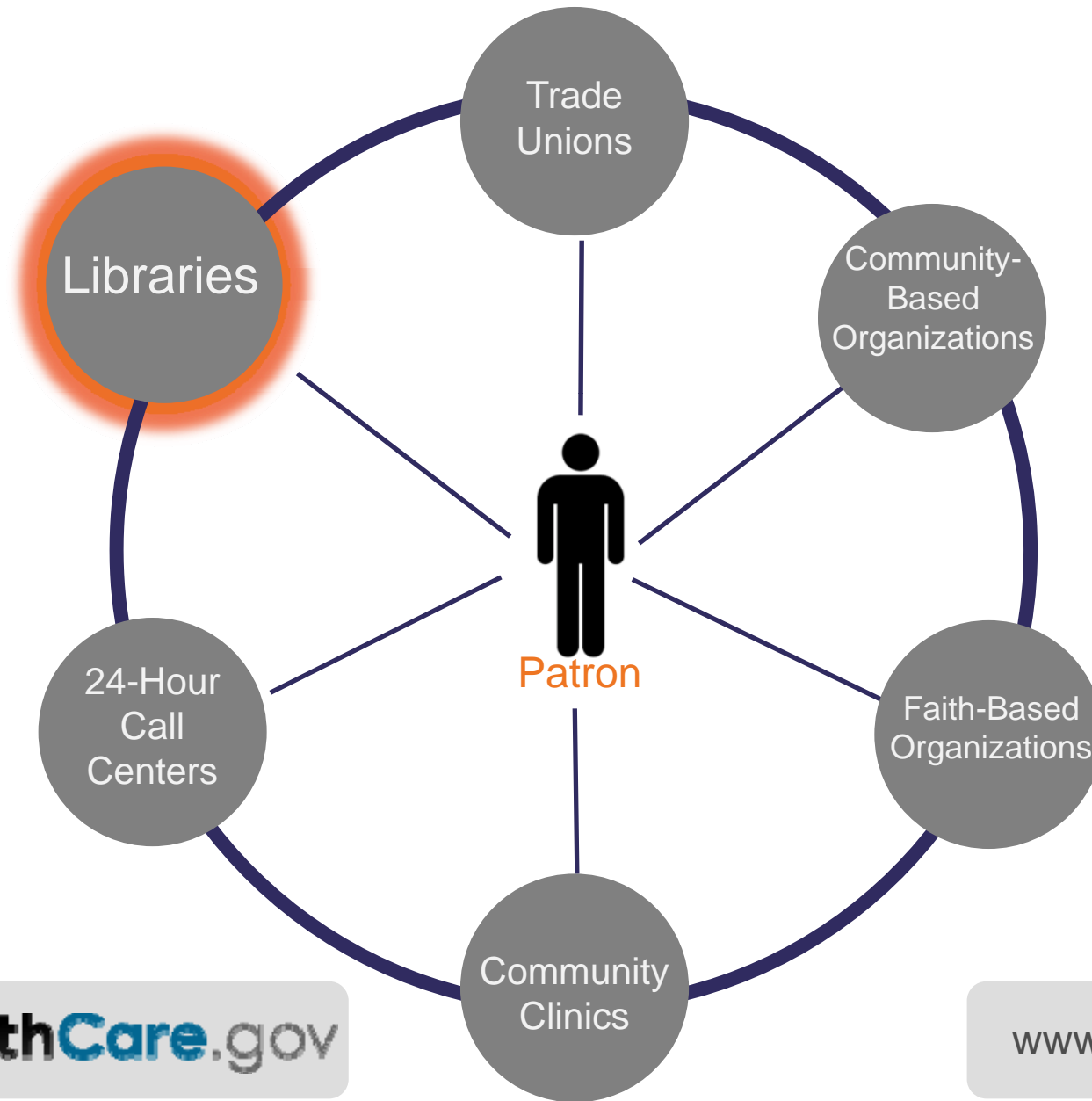
eHealth and Digital Inclusion



What Does Information and Enrollment Support Look Like in Libraries?



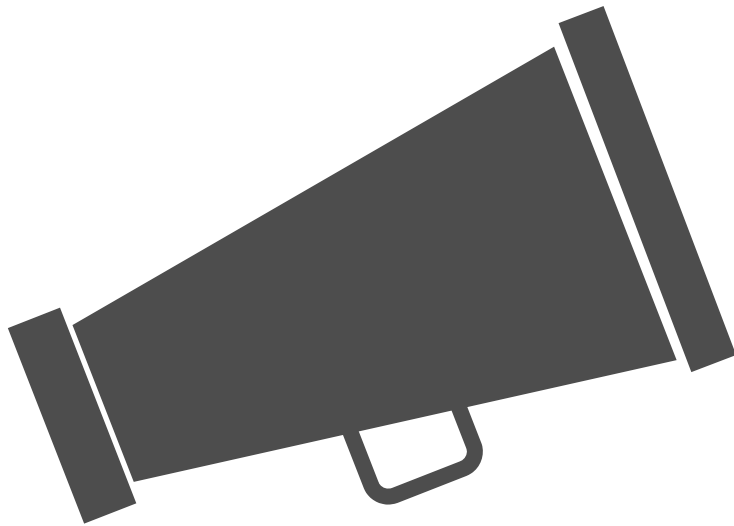
You Are Not Alone!



HealthCare.gov

www.WebJunction.org

Take Action!



identify

the type of exchange in your state
and who your potential community
partners are

assess

how your staff can meet this patron
information need

define

a role that best fits your library and
resources

remember

you have resources from
HealthCare.gov, your state
exchange, and WebJunction.org



WAUKEGAN PUBLIC LIBRARY

putting quality in your life 

WPL & ACA

Presenters:

Carmen Patlan- Community Engagement and Outreach Manger

Tatiana Alonso- Promotoras/Ambassador Coordinator



2013 INSTITUTE OF MUSEUM AND LIBRARY SERVICES NATIONAL MEDAL WINNER
2013 American Library Association's Upstart Innovation Award for Bus to Us

Background

- ∞ Leading to a better understanding of the needs and barriers that impact our community. WPL implemented specific strategies and programs to be relevant to community needs.
 - Computer Classes
 - Conversational ESL
 - Functional Health Literacy
 - Leamos
 - Little Learners
 - TVDL- Rules of the Road
- ∞ By responding to the needs of the community WPL is now viewed as a trusted institution.

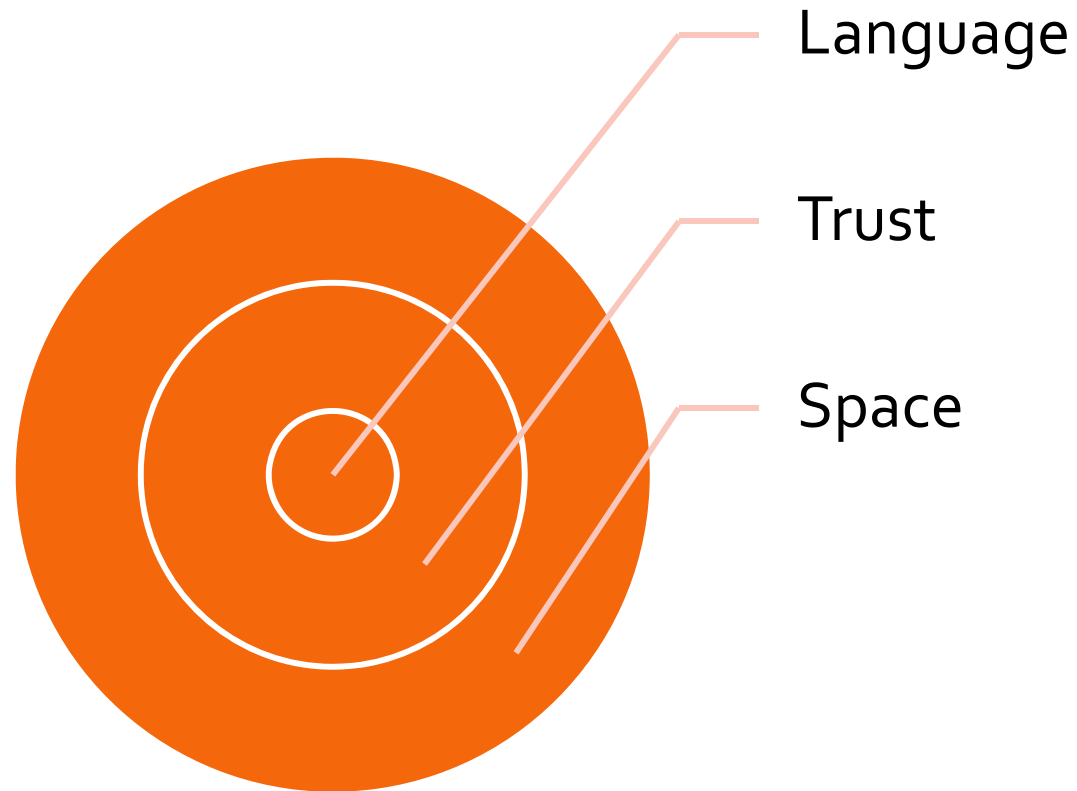
Relevancy!

- ☞ According to Richard Lee, the Waukegan Public Library Executive Director, *"Knowing how to navigate the health care system is essential to our community, especially when almost 72,000 Lake County adults are uninsured. As a library, our mission is to ensure that our patrons have access to the information and resources that they need to be successful. When access to health care is a barrier to that success, we must do what we can to remove the obstacles. Health literacy has become one of our most important recent initiatives."*

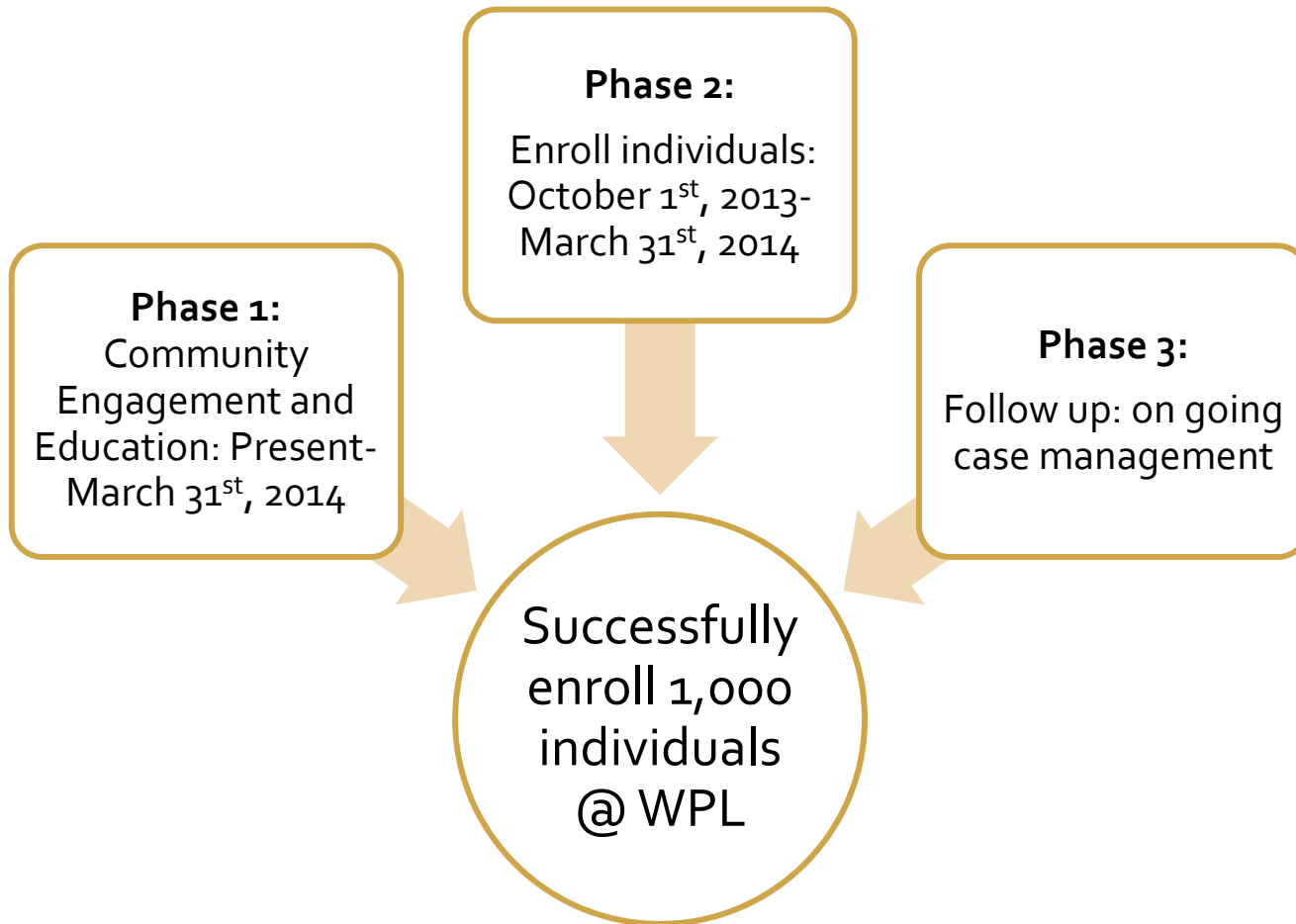
ACA & WPL – Overview

- ☞ 71,535 eligible residents in Lake County.
- ☞ IL Lake County Health Department, Alliance for Human Services, and WPL are a part of the Enroll Lake County grant funded by the state of IL.
- ☞ Three staff members currently being certified by the State of IL as In-Person Counselors (IPCs).

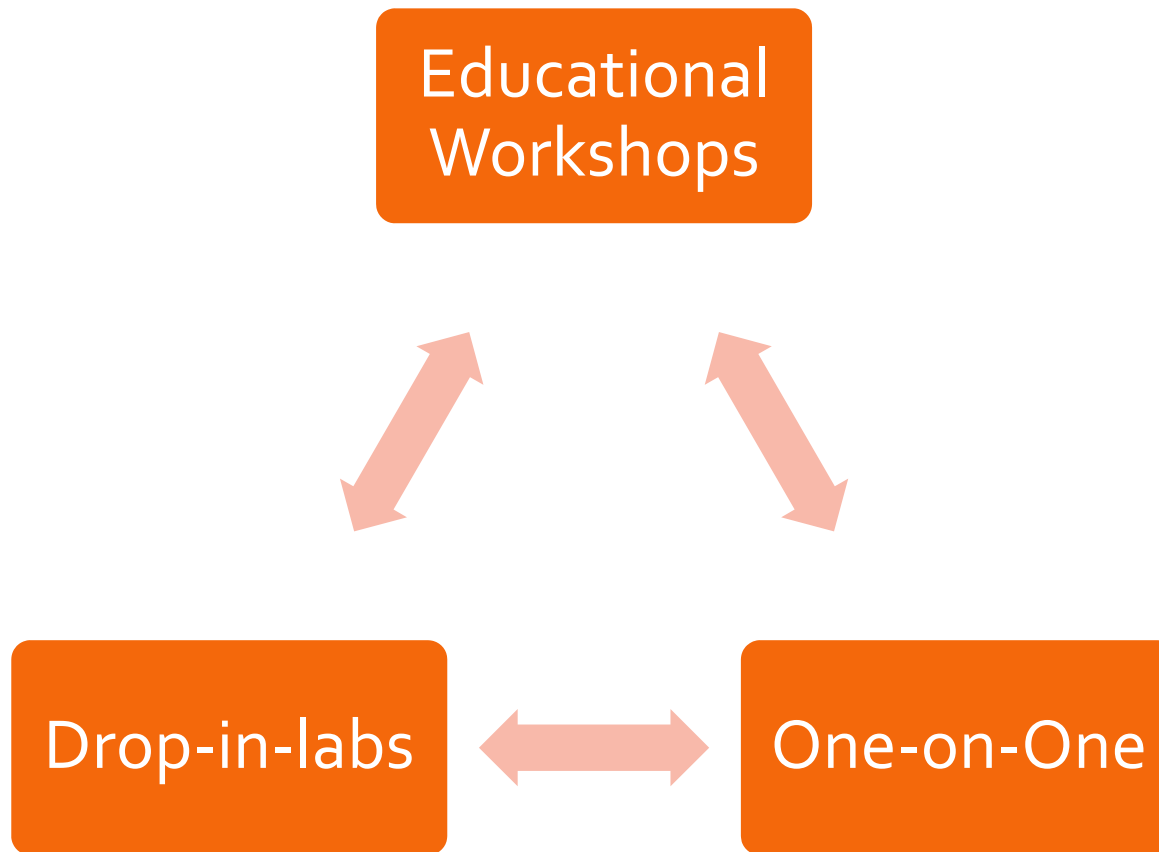
Target Audience- challenges and obstacles



WPL & ACA



In-Person-Counselors: Roles and Responsibilities



Customer Service and Reference Staff

Staff

Demographic
Data

IPCs: In-
Person
Counselors

What can you do at your library

- ☞ Research: what is the current status of ACA in your state?
- ☞ Contact your local state agency overseeing ACA
- ☞ Build a relationship and partner with local organizations taking an active role with ACA
- ☞ Post listing of enrolling agencies in your community
- ☞ Train reference staff
- ☞ Host educational workshops
- ☞ Host an IPC

Available Resources

National

- [HealthCare.gov](https://www.healthcare.gov)
- [AARP](https://www.aarp.org)
- [Enroll America](https://www.enrollamerica.com)
- [Community Catalyst](https://www.communitycatalyst.org)
- [Kaiser Family Foundation – Health Reform Hits Main Street Video](https://www.kff.org/health-reform/health-reform-hits-main-street-video)

Illinois

- [Illinois Health Matters](https://www.illinoishealthmatters.org)
- [Illinois Maternal and Child Health Coalition](https://www.illinoismaternalandchildhealthcoalition.org)

Affordable Care Act Support at Your Library

Lissa Staley
Health Information Librarian
Topeka and Shawnee County Public Library



Get the word out: libraries can help!

The screenshot shows a news article from cjonline.com. The header includes the website name, a weather forecast of 86° Clear Sky, and a navigation menu with categories like Home, News, Data, Sports, Life, Opinion, Interact, Multimedia, and Legislature. A prominent banner for 'Salaries' is visible. The article title is 'Librarians to assist those using the Health Insurance Marketplace'. The byline is 'By Jan Biles, jan.biles@cjonline.com'. The article text describes how librarians at the Topeka and Shawnee County Public Library are helping residents with the Affordable Care Act and Health Insurance Marketplace. A photo shows Lissa Staley, a health information specialist, in a library alcove. A sidebar box titled 'HEALTH INSURANCE RESOURCES' provides additional information.

Librarians to assist those using the Health Insurance Marketplace
Library plans programs about Affordable Care Act, drop-in computer sessions
Posted: August 10, 2013 - 7:42pm

By Jan Biles
jan.biles@cjonline.com

Librarians at the Topeka and Shawnee County Public Library are gearing up to help residents learn more about the Affordable Care Act and the Health Insurance Marketplace so they can choose the best insurance plan to fit their needs and budget.

Lissa Staley, health information specialist at the library, said trained librarians will assist individuals with the Marketplace, which simplifies the search for health coverage by gathering all options in one place and allowing people to compare plans and explore free or low-cost programs for which they may qualify.

The library will offer technology assistance to those applying online and provide fliers and other informational materials about ACA and the Marketplace in an alcove in its Magazine Reading Room.

"But individuals must make their own decisions about what plan to sign up for," Staley said. "We will refer them to where they can find information on

HEALTH INSURANCE RESOURCES
Several resources are available to help individuals learn more about the Affordable Care Act and the Health Insurance Marketplace so they can choose

“The library will offer technology assistance to those applying online and provide fliers and other informational materials about ACA and the Marketplace in an alcove in its Magazine Reading Room.”

– from an August 11, 2013 front page article in the *Topeka Capital Journal*

Overview & Advertise NOW

Summarize the key points, timelines and expectations in a staff-wide email

Press releases, emails and phone calls to partners

Training LATER

In late September, frontline staff will have an hour of Marketplace application training as part of staff meetings

The screenshot shows the website for Topeka & Shawnee County Public Library. The header includes the library logo, a search bar, and navigation links for Catalog, My Account, Get A Library Card, Donate Now, Find Staff, Services & Programs, Research, Kids & Teens, Blogs, Art Gallery, Shop & Hire, Support Us, and About Us. The main content area is titled "Health Information" and includes a "Subscribe to this Blog" button, a "Subscribe by Email" button, and a "Follow @twcpal_health on Twitter" link. Below this is a "Featured Health Titles" section with five book covers: "Healthy Living", "Healthy Living", "Healthy Living", "Healthy Living", and "Healthy Living". A "Recent Health Information Blog Posts" section features a post titled "Affordable Care Act Enrollment Workshop" with a stethoscope icon. Below this are two more posts: "Get Your Health Fix at MAKIN' MOVES Wellness Conference July 13" and "Free HIV Testing and Health Fair on June 27th". The right sidebar contains "Health Resources" with links to Health Dept, Insurance Assistance, Local Healthcare Providers, MayoClinic.com, and MedlinePlus. It also features a "Find Health & Wellness Information" search box and a "Health Bloggers" section with profiles for Carrie Cummings, Lissa Staley, and Angie Hardy-Foltz.

Reassurance ALWAYS

Librarians are awesome at:

- Remaining neutral on the political elements of any issue
- Pointing customers to the relevant reliable information
 - print and distribute handouts from the Marketplace website
 - add HealthCare.gov widget to library website
- Helping customers to use necessary technology
 - provide Internet access, computers and printing
 - extend computer time limits based on customer need
 - assist customers in learning to use the computer to complete online forms and sign up for free email
- Making appropriate referrals for in-person assistance
- Connecting to local health or helping agencies for programming or partnerships



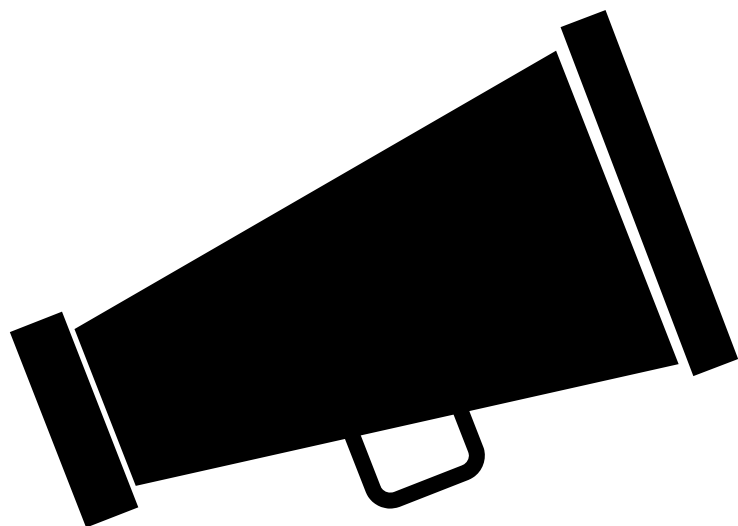
Program Partnerships

Say yes!



- Kansas Insurance Department scheduled public programs around the state, including in our library's public meeting space
- We added specific sessions in our computer training center, including on evenings and weekends
 - Librarians to answer technology questions
 - Insurance-specific questions are for the trained partners

Take Action!



identify

the type of exchange in your state and who your potential community partners are

assess

how your staff can meet this patron information need

define

a role that best fits your library and resources

remember

you have resources from HealthCare.gov, your state exchange, and WebJunction.org