



# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**



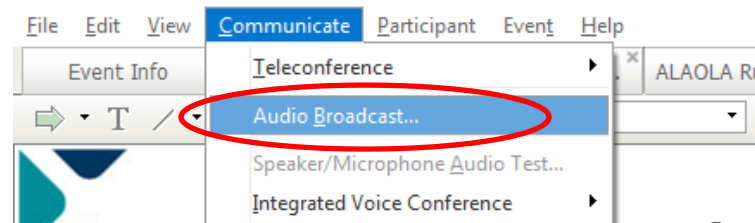
# Audio Tips

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

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



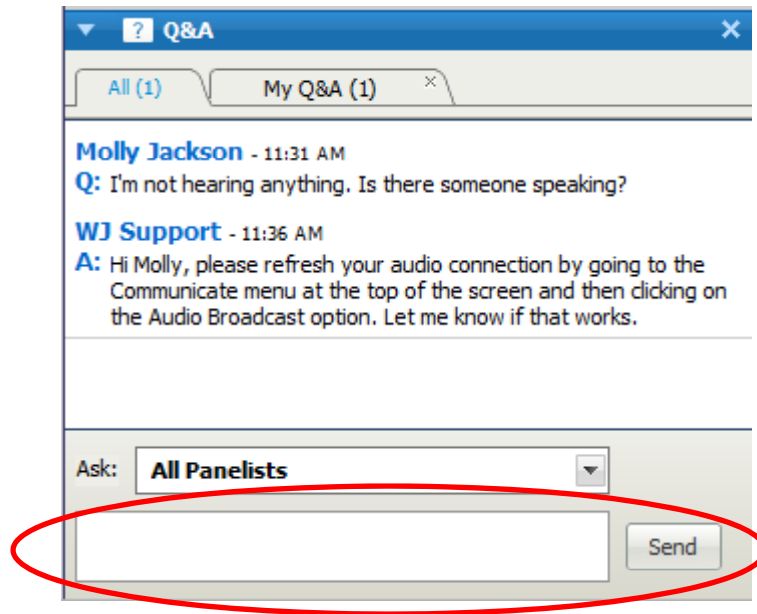
**Lost all sound? Hear an echo?** Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





# Need Help?

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



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

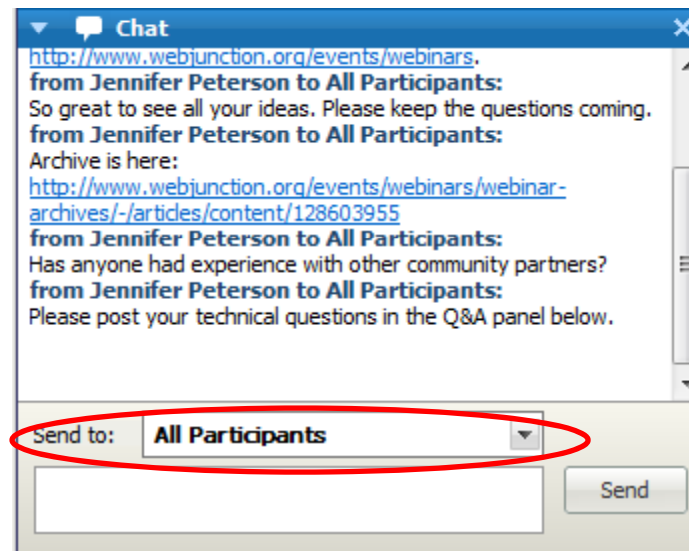
**Step 2:** Click **Send**.



# 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.



The screenshot displays a webinar interface with two main panels: 'Participants' and 'Chat'. The 'Participants' panel is at the top, showing a list of participants including Jennifer Peterson (Host), Susan Pieper, and Marci Merola. A red circle highlights the close button (X) on the right side of the 'Participants: 4' header. A red arrow points down to this button from above. Below the 'Participants' panel is the 'Chat' panel, which shows a message from 'WJ Support to All Participants' and a 'Send to' dropdown menu set to 'All Participants'. A red arrow points to the right edge of the 'Chat' panel header from the left text.



# Closed Captioning is available

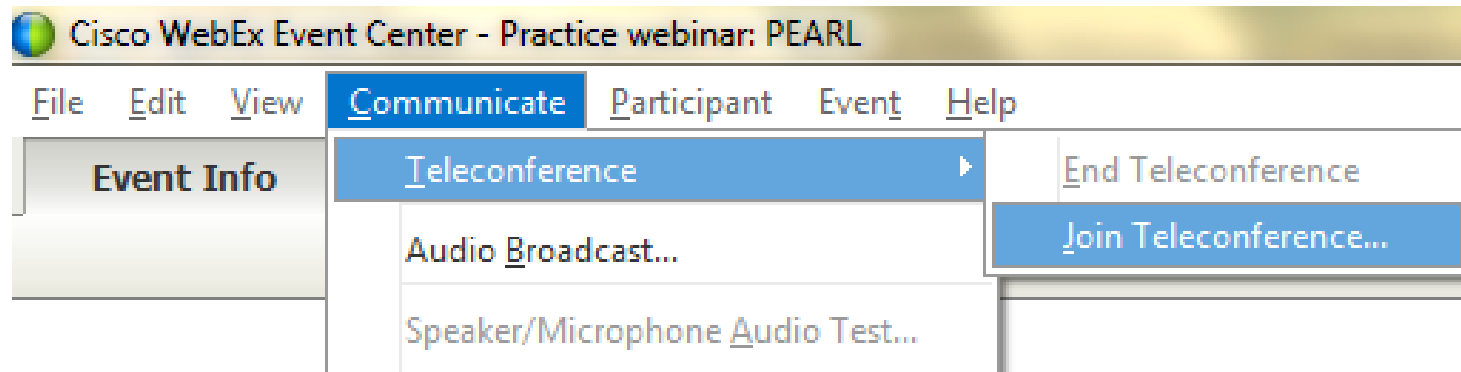
- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.

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 visible. 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 shown in a dropdown menu, with "14" selected. The main content area displays the 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, the "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: 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](http://webjunction.org)

**Crossroads** (monthly newsletter)

Subscribe on homepage

**Health Happens in Libraries**

[oc.lc/ehealth](http://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



**Susan Hildreth**  
Director,  
Institute of Museum  
and Library Services



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



**Lynne G. Johnson**  
Director,  
Division of Forum  
and Conference  
Development,  
Partner Relations  
Group, CMS



**Jennifer Keohane**  
Executive Director,  
Connecticut Library  
Consortium



**Melissa Moreno**  
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

# 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.*





## Health Happens In Libraries

- ❖ 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



## Health Happens In Libraries

### ❖ 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](mailto: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
  - Health Insurance Blog - <https://www.healthcare.gov/blog/how-we-are-working-to-improve-healthcare-gov/>
  - 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](mailto: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
  - <http://cciio.cms.gov/programs/exchanges/assistance.html>

# Resources for Partners

- <http://marketplace.cms.gov>
  - Web-based Trainings
  - Overview of Marketplace
  - Health Insurance Marketplace 101
  - Presenter Sliders and Speaker Notes
  - Training Videos Available for Download
  - <http://marketplace.cms.gov/training/get-training.html>
  - <http://productordering.cms.hhs.gov>

# Reminder - 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.
- <http://marketplace.cms.gov/help-us/champion.html>

# Got Health Insurance??



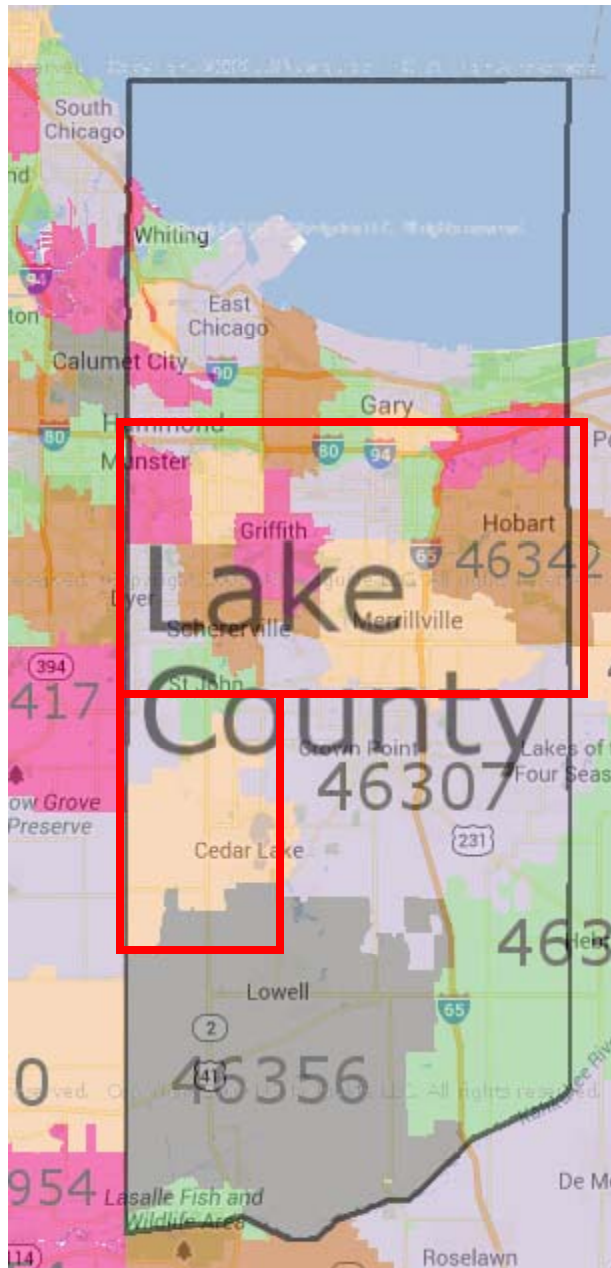
Debbie Rzepczynski  
*Library Skills Trainer*  
Lake County Public Library  
Merrillville, IN

@DebbieRzep  
@LCPLWeb



drzepczynski@lcplin.org





**—** = LCPL System Boundaries

**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





# http://www.lcpln.org/Events/healthcare-classes.html



Welcome!  
Lake County Public Library

[My Account \(Renew Materials\)](#)

[Home](#) [Read](#) [Kids](#) [Teens](#) [Learn](#) [About](#)

Search the Catalog



Search by Type:



Quick Links

[Free Public Healthcare Classes](#)

[FAQs, Glossary, and More Info](#)

[Healthcare.gov](#)

[Apply in Person](#)

[Ask a Librarian](#)



**HealthCare Help Center:**  
HealthCare.gov is there to help you navigate your choices. Call, chat, sign up for updates, find the right information for you.

## 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!

Date	Location	Time
Thursday, Nov. 14th	St. John Branch	6:00 PM



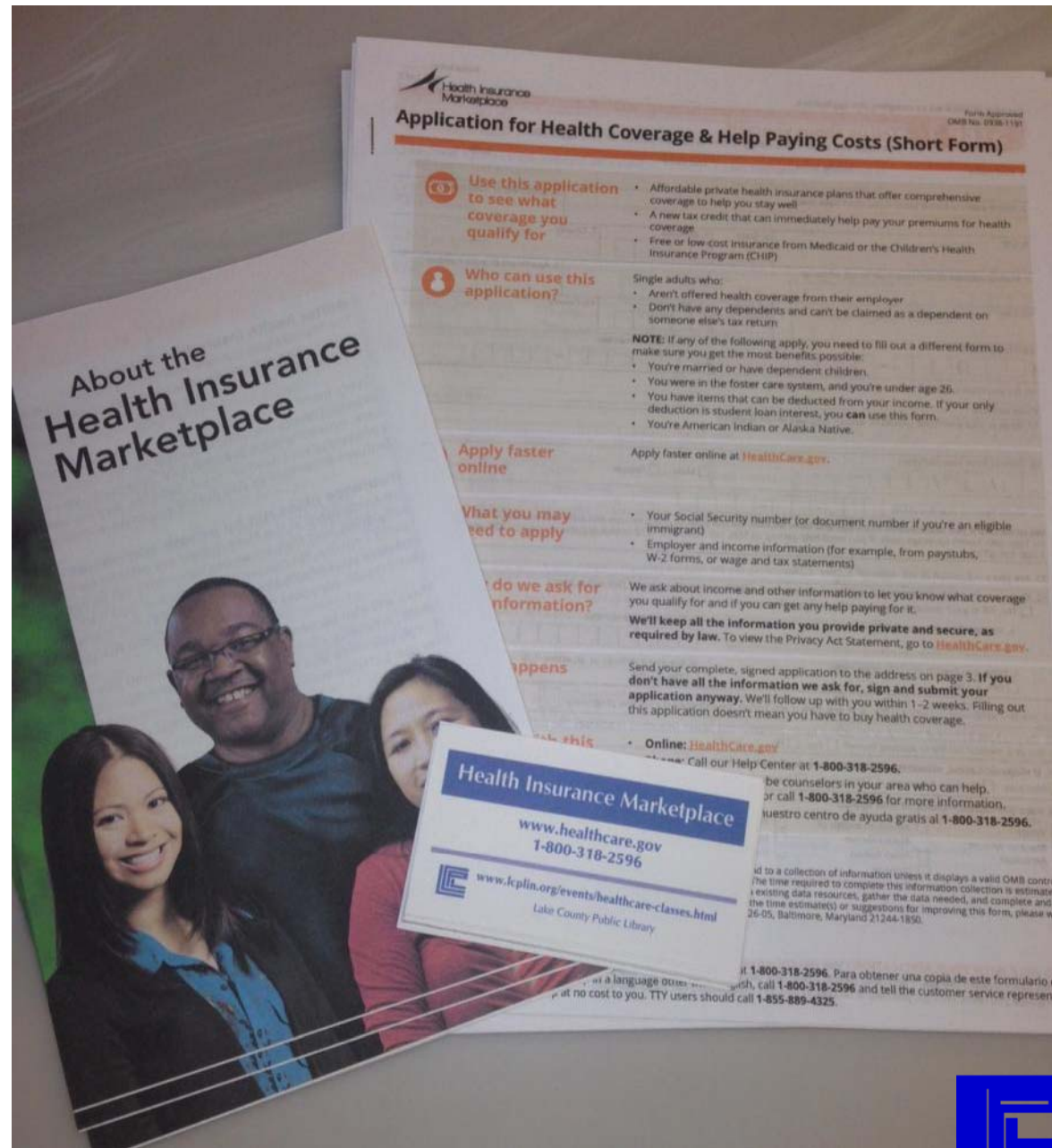
For other federally-facilitated marketplaces:

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



*Savings, Education & Collaboration for Connecticut's libraries since 2003*

Jennifer Keohane  
Executive Director





*Savings, Education & Collaboration for Connecticut's libraries since 2003*

- 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



UNIVERSAL HEALTH CARE  
FOUNDATION OF CONNECTICUT

<http://universalhealthct.org/>

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



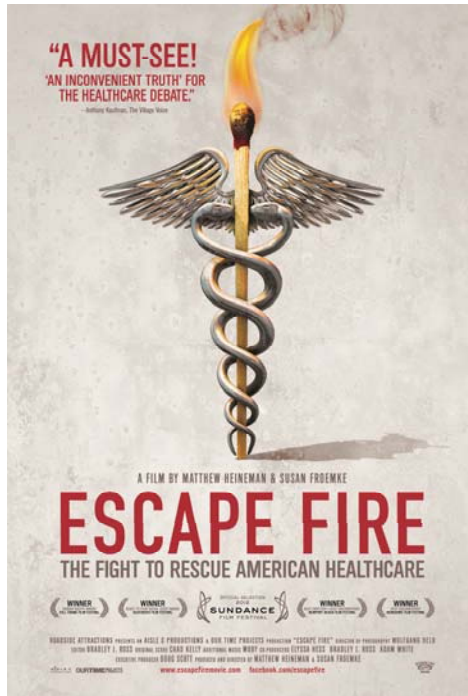
*Savings, Education & Collaboration for Connecticut's libraries since 2003*



# 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*

# Q&A