

Insight Newsletter

Important Bi-Weekly Updates for
kynectors during Special Enrollment



Brought to you by



Issue #2
February 25, 2021

KEY DATES

Special Enrollment Start Date
February 15, 2021

Special Enrollment End Date
May 15, 2021

HELPDESK NUMBERS

Professional Service Line
(855) 326-4650

**Department for
Medicaid Services**
(855) 446-1245

Call Center (Public)
(855) 459-6328

**Self Service Portal (SSP)
Helpdesk**
(844) 407-8398

**Federal Health Insurance
Marketplace (FFM)**
(800) 318-2596
Passcode: 502-999-9999

KHBE Email
KHBE.Program@ky.gov

CMS OUTREACH AND EDUCATION

The Outreach and Education section of the CMS Marketplace website has a [page](#) dedicated to the SEP. Visit this page to find outreach and communications information about the SEP.



Special Enrollment Period Materials

Promotional materials for SEP are now available!

Special Enrollment Period (SEP) promotional materials are now available on the [Agent and kynector Portal page](#) on the KHBE website!

Available materials include:

- SEP brochure (English and Spanish)
- QR code flyer (English and Spanish)
- Editable flyer (English and Spanish)
- Public Service Announcement Scripts (English and Spanish)*
- Pre-recorded SEP messages (2 .wav files)*

* PSAs and the .wav files can be used for radio outreach during the SEP.



Premium Payments

Remember to discuss premium payments with enrollees and potential enrollees!

Once Residents enroll in a plan, they will pay their premiums directly to the insurance company - not the Health Insurance Marketplace. Qualified Health Plan (QHP) coverage **does not start** until the first month's premium is paid. If monthly premiums are not paid on time, the insurance company may end the coverage. Residents can check if their health insurance is active by checking their online Marketplace account.

For more information, visit the [Complete your enrollment and pay your premium page](#) on HealthCare.gov.



Did You Know?

During this Special Enrollment Period, Residents have **30 days** after submitting their application to choose a



Quality of life. For every Kentuckian.