



## **The Health Insurance Marketplace for Certified Application Counselors (Sept. 2013)** *Centers for Medicare & Medicaid Services (CMS)*

**Health Insurance Marketplace:** The Marketplace is a new way to find quality health coverage. It can help if you don't have coverage now or if you have it but want to look at other options. With one Marketplace application, you can learn if you can get lower costs based on your income, compare your coverage options side-by-side, and enroll.

**HealthCare.gov** and **Cuidadodesalud.gov:** Official website for consumers for information on signing up for health coverage through the Marketplace.

**Marketplace.CMS.gov:** Website for partners/stakeholders for the latest resources to help people apply, enroll, and get coverage in 2014. Here you will find info on how to **partner** with CMS, get **training**, and **official resources**.

**Certified Application Counselors (CACs):** If your organization is a community health center or other health care provider, hospital, a non-federal governmental or non-profit social service agency in a state with a Federally-facilitated Marketplace or a State Partnership Marketplace, and your organization would like to help by training your staff to assist people applying for coverage through the Marketplace, you can apply to be a Certified application counselor (CAC) organization.

- CACs perform many of the same functions as Navigators and non-Navigator assistance personnel—including educating consumers and helping them complete an application for coverage
- An online application is available for organizations who want to become Marketplace-designated organizations that can certify application counselors:  
<http://marketplace.cms.gov/help-us/cac.html>

**Champion 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. More information on how to become a Champion: <http://marketplace.cms.gov/help-us/champion.html>

### **5 Additional Ways to Connect With the Marketplace:**

1. Sign up for email or text updates: [HealthCare.gov/subscribe](http://HealthCare.gov/subscribe)
2. [Twitter.com/HealthCareGov](https://twitter.com/HealthCareGov) - Follow @HealthCareGov or @CuidadoDeSalud
3. [Facebook.com/HealthCareGov](https://facebook.com/HealthCareGov) or [cuidadodesalud](https://facebook.com/cuidadodesalud)
4. [Youtube.com/HealthCareGov](https://youtube.com/HealthCareGov)
5. The Health Insurance Blog: <http://www.healthcare.gov/blog/>

For more information, please email us at [partnership@cms.hhs.gov](mailto:partnership@cms.hhs.gov)