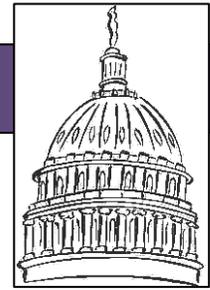




Health Care Reform Update



IMPORTANT NOTICE REGARDING HEALTHCARE REFORM Update #20 June, 2013

HHS Launches Health Insurance Marketplace Educational Tools

A Health Insurance Marketplace education effort was kicked off June 24, 2013 with a new, educational HealthCare.gov website and a 24-hour-a-day consumer call center to help Americans understand their health care choices and select the coverage that best suits their needs when open enrollment in the new Health Insurance Marketplace begins October 1.



The website will add functionality over the summer so that, by October, consumers will be able to create accounts, complete an online application, and shop for qualified health plans. Key features of the website include integration of social media, sharable content, and engagement destinations for consumers to get more information. The site will also launch with web chat functionality to support additional consumer inquiries.

The website is built so that consumers may access it from their desktops, smart-phones, and other mobile devices. In addition, the website is available via an application interface at www.healthcare.gov/developers.

The Marketplace call center will provide educational information and, beginning Oct. 1, 2013, will assist consumers with application and plan selection. The call center provides assistance in more than 150 languages through an interpretation and translation service. Customer service representatives are available for assistance via a toll-free number at 1-800-318-2596 and hearing impaired callers using TTY/TDD technology can dial 1-855-889-4325 for assistance.

HHS is saying they are on target for open enrollment in the Marketplace, which begins Oct. 1, 2013, and other key milestones coming in the months ahead.

To view the new look and new focus of the website, visit www.HealthCare.gov, (CuidadoDeSalud.gov for Spanish speaking consumers).

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