

From: HHSRegion4ORD (OS/IEA) <HHSRegion4ORD@hhs.gov>  
To:  
Date: 7/22/2014 12:15:05 PM  
Subject: HHS Latino Update

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**FOR IMMEDIATE RELEASE**

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## **SBA Administrator Maria Contreras Sweet to Kick Off Spanish Language Webinar Series**

*Administrator Contreras Sweet to give introduction at July 22 webinar in upcoming Spanish language series*

Los Angeles, CA—SBA Administrator Maria Contreras Sweet will join representatives from the U.S. Small Business Administration, the U.S. Department of Health and Human Services and Small Business Majority to kick off the upcoming series of Spanish language webinars on the new health care law, and the opportunities it provides for small employers on Tuesday, July 22, 2014.

“The Affordable Care Act is already helping millions of small business owners and their employees access quality, affordable health insurance. Through these webinars, small business owners will learn the important facts about the health care law so they can make the best decisions possible for their company,” said SBA Administrator Maria Contreras-Sweet. “These interactive dialogues are a great way for small businesses to get the information they need to take advantage of and comply with key provisions of the health care law.”

The interactive call Administrator Contreras Sweet will participate in will kick off a series of free bi-monthly

webinars. These interactive calls will all be conducted in Spanish and are open to all small business owners throughout the country. They will feature representatives from the SBA and HHS as well as Small Business Majority's National Hispanic Outreach Manager, Marcia Dávalos, who will discuss the topics most relevant to small businesses. These include small business tax credits, cost containment provisions, and the employer shared responsibility requirements. The webinars will also provide detailed information on SHOP, the health insurance marketplace where small business owners can pool their buying power to help drive down insurance costs. Small business owners will learn how the marketplace functions and how small businesses can enroll.

Webinar content will generally be the same each week. A question and answer period will follow the discussions.

“We’re excited to have Administrator Contreras Sweet joining us to kick off this series and talk about how the healthcare law could benefit small businesses and their employees,” said Dávalos. “Access to the new health insurance marketplace will provide new options for many entrepreneurs to obtain health insurance for themselves, their families and their employees. This marketplace will allow small employers to pool their buying power, which will rein in costs and help them better afford health insurance. We hope these webinars give small employers the information they need to take advantage of the business-friendly options in the healthcare law.”

The interactive webinars will take place twice a month. The registration links for the next presentations are below.

July 22, 2014 at 1 p.m. PDT/ 4 p.m. EDT (*SBA Administrator Maria Contreras Sweet to Give Welcome Remarks*): [Click to Register](#)

August 5, 2014 at 1 p.m. PDT/ 4 p.m. EDT: [Click to Register](#)

August 19, 2014 at 1 p.m. PDT/ 4 p.m. EDT: [Click to Register](#)

September 9, 2014 at 1 p.m. PDT/ 4 p.m. EDT: [Click to Register](#)

September 23, 2014 at 1 p.m. PDT/ 4 p.m. EDT: [Click to Register](#)

A complete list of the upcoming webinars is also available at: <http://www.sba.gov/healthcare>.

For more information, please contact Marcia Dávalos at (818) 804-8229 or [mdavalos@smallbusinessmajority.org](mailto:mdavalos@smallbusinessmajority.org).



**Health Reform | Outreach and Enrollment for Diverse Populations**  
**WEBINAR SERIES - JULY 2014**

***Health Insurance: How Do I Get It, Pay for It and Use It?***

**July 22, 2014 | 3:00-4:00 pm ET**

This webinar, intended for consumers who may be limited English proficient and/or have a low level of health literacy, will cover the basics of health insurance and explain how to get it, pay for it and use it. [Register](#)

***Using Assessments to Determine New ACA Outreach and Enrollment Marketing Strategies***

**July 23, 2014 | 3:00-4:00 pm ET**

Targeting urban Indian health professionals and outreach personnel, this webinar seeks to address the strategies needed to engage in a needs assessment, as well as an understanding of how this data can build your outreach and enrollment strategies for higher success rates. [Register](#)

***ACA Outreach & Enrollment in Asian American, Native Hawaiian and Pacific Islander Communities: Promising Practices***

**July 23, 2014 | 4:00-5:00 pm ET**

Language and cultural barriers prevent AANHPI communities from receiving ACA information. However, culturally and linguistically appropriate outreach activities are effective in providing ACA information to the AANHPI community. This webinar will share promising ACA outreach and enrollment practices and lessons learned. [Register](#)

***Persistent Barriers for Latino Enrollment through the Affordable Care Act***

**July 24, 2014 | 2:00 – 3:00 pm ET**

Latinos make up the largest percentage of uninsured persons in the nation and yet during the first open enrollment period in the Marketplace, Latinos enrolled in much fewer numbers than anticipated. Join us for this webinar to learn more about the persistent barriers facing Latinos in enrolling in health coverage through the ACA. [Register](#)

***Engaging the Diversity of the Black Community in ACA Outreach and Enrollment Efforts***

**July 30, 2014 | 3:00-4:30 pm ET**

Subpopulations within the African American/African Heritage population have characteristics or experiences that influence their understanding of the ACA and enrollment in health coverage. This webinar will help participants understand and address subpopulation-specific barriers related to understanding and enrolling in health coverage under the ACA. [Register](#)

***What Immigrants and Refugees Need to Know about the Affordable Care Act (ACA)***

**July 31, 2014 | 4:00 – 5:00 pm ET**

This webinar, intended for immigrants and refugees, will cover what the ACA means for immigrants and refugees, eligibility, and how these populations can get coverage through the Marketplace and Medicaid. [Register](#)



**Webinars on the Health Care Law**

The HHS Partnership Center has updated webinars on the health care law for faith and community organizations. All webinars are open to the public and include a question and answer session.

**To participate in one of the webinars, please select your preferred topic from the list below and submit the necessary information.** After registering you will receive an e-mail confirmation containing information about joining the webinar. Please contact us at [ACA101@hhs.gov](mailto:ACA101@hhs.gov) if you have problems registering or if you have any questions about the health care law. You may also join the webinar by telephone only. All webinars are one hour. To view this document online, go to: [http://www.hhs.gov/partnerships/resources/aca\\_101-invite.html](http://www.hhs.gov/partnerships/resources/aca_101-invite.html).

## **Health Insurance Marketplace 101: How to Enroll in Health Insurance and What to Do Once You Have It**

**August 7, 2014 at 1 pm ET**  
(12 pm CT, 11 am MT, 10 am PT)

**To Join By Phone Only**, Dial +1 (646) 307-1720  
Access Code: 871-869-848  
For those joining by phone only, the Pin Number is the # key.

Many people do not have health insurance and want to know when and how to enroll in the Health Insurance Marketplace, Medicaid and the Children's Health Insurance Program (CHIP). Others now have health insurance but may not know how to use it.

This webinar and conference call will explain how to enroll in the health insurance marketplace and when to enroll, either during the special enrollment period or during open enrollment.

We will also discuss how to use your health insurance once you have it. We will cover how to read your insurance card, how to find a doctor, what you need to know in making an appointment and what to do in case you have a health emergency. Please email [ACA101@hhs.gov](mailto:ACA101@hhs.gov) by August 6 at Noon ET with any questions.

## **Got Coverage? Next Steps in Using Your Health Insurance**

**August 12 at 3 pm ET**  
(2 pm CT, 1 pm MT, Noon PT)

**To Join By Phone Only**, Dial +1 (914) 339-0033  
Access Code: 699-549-713  
For those joining by phone only, the Pin Number is the # key.

Many people now have health insurance but may not know how to use it. This webinar and conference call will discuss how to read your insurance card, how to find a doctor, what you need to know in making an appointment and what to do in case you have a health emergency. Key terms will be discussed as well as recommended health screenings. We will highlight the [Coverage to Care materials](#) on health insurance literacy during the webinar. Please send your questions to [ACA101@hhs.gov](mailto:ACA101@hhs.gov) prior to August 11 at Noon ET.



We welcome you to join us for a webinar on Wednesday, July 23rd on how you can become a Certified Application Counselor (CAC) organization in a state with a Federally-facilitated Marketplace or a State Partnership Marketplace. If you are interested in becoming a CAC organization but were previously determined to be ineligible, we encourage you to attend the webinar to receive clarification on eligibility requirements. We also encourage you to submit questions in advance regarding the CAC program to [Champion@cms.hhs.gov](mailto:Champion@cms.hhs.gov).

**What: How to Become a Certified Application Counselor (CAC) Organization Webinar for**

## Champions for Coverage

**Who should attend:** Primarily for organizations who have joined the [Champions for Coverage](#) program and National Stakeholders and organizations interested in learning more about becoming a Certified Application Counselor organization to assist with Marketplace Enrollment.

**When:** Wednesday, July 23, 2014 at 2:00 p.m. ET

**How:** Webinar link: <https://webinar.cms.hhs.gov/c4c72314/>  
Participant Number: **1-800-837-1935**  
Conference ID: **54119588**

For more information on the Certified Application Counselor (CAC) program and basic eligibility criteria, visit: <http://marketplace.cms.gov/help-us/cac.html>.

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