



August 2, 2013

To the Members of the New Hampshire Exchange Advisory Board:

As you are all aware, many New Hampshire citizens will soon qualify for financial assistance to help them buy health insurance. This assistance will be offered through the New Hampshire Health Insurance Marketplace that is being set up by the federal government and that opens on October 1, 2013. Currently, more than ten percent of New Hampshire residents are uninsured. Many of those who will be eligible for assistance have never purchased health insurance before and do not know how to enroll or who can help answer questions.

I am pleased to report that the New Hampshire Health Plan (NHHP) is applying to receive the federal grant of \$5.4 million that was awarded to New Hampshire to assist consumers in understanding their health insurance options. If awarded this grant, NHHP will conduct New Hampshire specific outreach and education about the Marketplace, the new insurance options and available financial assistance.

The NHHP has a long history of operating federal and state programs for the uninsured. It operates the state High Risk Pool, which currently offers health insurance to individuals who were denied coverage due to their health status. This program will be phased out as of January 1, 2014, when new coverage becomes available to people regardless of health. The new education and outreach effort, if the grant transfer is approved, will be funded entirely by the federal government and will be part of the transition from the current High Risk Pool program to the new Marketplace.

New Hampshire's uninsured will need clear information about how to access the new Marketplace and about the financial assistance that is available. Many organizations and businesses in New Hampshire will also be seeking information. NHHP aims to be a trusted source for this information and appreciates the Advisory Board's ongoing support for this important initiative.

Sincerely,

Beth Roberts  
Chair, New Hampshire Health Plan