



## **Crain's Health Pulse**

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### **Blueprint for education on insurance exchange**

New York City is unique, and its Human Resources Administration wants the state to keep that in mind as it determines how to educate New Yorkers about, and enroll them in, a health insurance exchange. A standard statewide solution may not work as well in the Big Apple. “New York City has to be looked at differently,” said Marjorie Cadogan, executive deputy commissioner of the HRA's Office of Citywide Health Insurance Access.

HRA released a brief discussing the creation of a Navigator program, which Ms. Cadogan called “one of the bigger pieces of the federal health reform law that has ramifications for the exchange and small businesses.”

Although the final regulations have not yet been issued, the law requires exchanges to create a Navigator program, which gives grants to qualified organizations to provide health insurance education and enrollment assistance services. HRA's brief focuses on such a program in the city and looks at the most effective ways to implement the required services. But HRA also wants to maintain the city and state's relatively high coverage rates; only 4.5% of children in New York City are uninsured.

HRA would like a New York City Navigator program that builds on some of its technology initiatives, such as HHS Connect, 311, Access NYC, NYC Business Express, and NYC Health Insurance Link.