



**HUMAN RESOURCES ADMINISTRATION REACHES OUT TO ASSIST CHINESE  
COMMUNITY IN FINDING MORE AFFORDABLE  
HEALTH INSURANCE OPTIONS**

*NYC Health Insurance Link Offers Clear, Comprehensive Information on Health Insurance Options  
for City's Immigrant Consumers and Small Businesses*

NYC Human Resources Administration (HRA), in partnership with the Mayor's Office of Immigrant Affairs (MOIA), Flushing Business Improvement District (BID) and the Queens Public Library, announced today the benefits of New York City Health Insurance Link (NYC HI Link) to members of the Chinese community citywide who do not currently have health insurance coverage or are shopping for more affordable coverage. The innovative tool, found at [www.nyc.gov](http://www.nyc.gov) and launched by Mayor Michael R. Bloomberg in September of 2009, has made NYC the first local government in the nation to offer online insurance help to individuals and small business owners. To date, the site has received over 77,000 unique visitors.

Developed by HRA's Office of Citywide Health Insurance Access (OCHIA), NYC HI Link is an easy-to-use, web-based search tool that lets users compare the costs and benefits of different plans, side by side, with extensive, unbiased and up-to-date information on each plan. The tool is targeted to small business owners, freelancers, independent or unemployed workers and individual consumers.

"Two years after its launch, many consumers and small business owners have found NYC HI Link to be extremely useful, and their feedback has been critical for us to evaluate the site regularly and adapt its features and functions to serve their needs," said HRA Commissioner Robert Doar. "We encourage immigrant owned small businesses to visit the site so they can access the information, benefits and services all New Yorkers need and deserve during these difficult fiscal times."

"New York City's Health Insurance Link will bring multilingual information about health care insurance options that are critically to immigrants that have made New York their home, which includes the over 124,000 Chinese foreign-born New Yorkers," said Fatima Shama, Commissioner of the Mayor's Office of Immigrant Affairs. "As our City works to increase access to information and services to the City's vibrant immigrant communities, this is one more measure we are taking to ensure all eligible New Yorkers are able to enroll in health care insurance and keep their families safe."

Today, NYC HI Link stands out as a crucial resource for maintaining and improving NYC's strong record of insuring individuals and families. According to the American Community Survey (ACS) for 2009, New York City achieved the lowest uninsured rate for children and adults among the nation's eight most populous cities. Only 4.5 percent of children and 19.6 percent of adults lacked health insurance despite the economic downturn.

NYC HI Link offers timely updates on developments regarding health insurance and provides important information on health care reform. The site's "Health Care Reform" section is designed to help consumers and small business owners understand the immediate, short-term and long-term changes relating to health insurance imposed by the Affordable Care Act (ACA), signed into law in early 2010 by President Barack Obama.

An important upcoming new resource to appear on NYC HI Link is a fact sheet that outlines health insurance and health care options for immigrants in New York City available in various languages.

"NYC HI LINK allows New Yorkers to find and compare health insurance options and understand their coverage options now and in the future," said OCHIA Executive Deputy Commissioner Marjorie A. Cadogan,. "We are happy to provide this unique support, soon to be enhanced with translated fact sheets in seven languages to assist immigrants in New York City in making their best health care coverage decisions."

Other key features of NYC HI Link include:

- A Child Health Plus program (CHP) Savings Calculator that allows families to determine whether combining public coverage for their children through the CHP and private coverage for the adults could make their health insurance more affordable.
- A "Health Insurance Basics" section that offers consumers and small business owners a guide to health insurance options and terminology, consumer protections and tips on selecting a health plan.
- A section detailing free or low cost health care programs and services for the uninsured.
- Tips for small business owners about ways to make coverage more affordable for their business and their employees including information about the tax credit for small businesses made available through the ACA.

According to data provided by the City's Department of Small Businesses Services (SBS) based on the latest Survey of Business Owners by the U.S. Census, there are a total of 67,058 Chinese-owned small businesses in New York City which supply 62,898 jobs. The majority of these small businesses fall into the following industries: services by beauty parlors, nail salons and repair shops; retail trade; accommodation and food services and, construction. NYC HI Link is a featured tool on SBS Express website, which helps small businesses meet federal, state, and city regulations to open and expand, and at Business Solutions Centers located throughout the city. SBS' WorkforceOne Career Centers, which help the unemployed and underemployed find work, also help job seekers access NYC HI Link to find coverage that meets their needs.

HRA'S OCHIA partners with public and private groups to ensure that eligible uninsured New Yorkers enroll in public health insurance and to expand access to affordable private health insurance for New York City's small businesses, sole proprietors, and working individuals. OCHIA engages in policy and research initiatives that complement and support its outreach and enrollment efforts.

To learn about and use NYC HI Link, visit [www.nyc.gov](http://www.nyc.gov) or like the site's [page on Facebook](#).