Health Reform became the law of the land in 2010, making sweeping changes to health coverage options, consumer protections (especially for those with pre-existing conditions), and the cost of private health insurance.

Reform also created new ways to buy insurance, with the health insurance Marketplace and new financial assistance opportunities that helped make insurance accessible and affordable for many previously uninsured people.

Information You Can Use:

How to enroll in an insurance plan can be complicated or time consuming. The information contained in this guide will help you understand:

- Eligibility Rules for Health Reform’s Marketplace
- Eligibility for Cost Savings in the Marketplace
- Eligibility for BadgerCare Plus
- Resources and Local Help
- Quick Reference for figuring “Federal Poverty Level” (FPL)
- And even answer a few “Frequently Asked Questions”

Why is health insurance important? For one, it’s the law! If you don’t enroll in coverage, whether it be through work, the Marketplace or public programs like BadgerCare Plus, you may have to pay a fee for being uninsured, or be surprised by a large hospital bill.

Even more importantly, insurance can get you to the health care you need and deserve.
Am I Eligible for Marketplace Coverage?

Generally, if you don’t have insurance, through your job or a program like BadgerCare Plus, you can sign up to buy private insurance right from Health Reform’s Insurance Marketplace:

**Healthcare.gov**

To determine if you’re eligible for Marketplace Coverage, consider:

1. **Am I eligible to enroll in a Marketplace Insurance Plan?**
   
   *Almost everyone* is eligible to enroll in a Marketplace Plan, except those who are eligible or enrolled in Medicare or those who are not lawfully present in the US.

2. **And am I eligible for Financial Assistance to help pay for the Marketplace Plan?**
   
   Eligibility for assistance, like Advance Premium Tax Credits or Cost Sharing Reduction, is based on your household income and your access to insurance. See more on “Marketplace Assistance Eligibility” on page 3.

3. **How do I know if I should apply for BadgerCare Plus or a Marketplace Plan?**
   
   If you apply for health coverage through the Marketplace at Healthcare.gov, it will assess whether you are instead eligible for a Medicaid program, and direct your application to your County Human Services agency. This is called the “no wrong door” policy for applying for coverage!

When Do I Apply for Marketplace Coverage?

Generally, consumers may apply for health insurance using the Marketplace Healthcare.gov during “Open Enrollment Periods,” where you can shop for health plans in your area.

**Open Enrollment for health coverage starting January 1, 2019 is:**

*November 1 - December 15, 2018*

There are four ways to apply for Marketplace coverage:

- **Online:** Healthcare.gov
- **Phone:** 1-800-318-2596
- **By Mail:** Send in a paper application!
- **In Person:** Find an office near you: [https://localhelp.healthcare.gov/#intro](https://localhelp.healthcare.gov/#intro)

When you apply for health coverage at Healthcare.gov, you’ll answer questions about household size and income, learn about premium costs or assistance paying for insurance, or see if you qualify for free or low-cost coverage through a BadgerCare Plus Program.

What if you miss Open Enrollment? Sometimes, certain situations like a move, marriage, or new baby allow you to apply for coverage through a **Special Enrollment Period**.
Some individuals enrolling in a Marketplace plan may qualify for financial assistance (tax credits or cost sharing.) Household income and access to insurance are relevant factors.

**Advance Premium Tax Credit Income Eligibility:**
- What are they? Subsidies to reduce your premiums!
- Household income is 100% FPL - 400% FPL, determined at the time of application
- Based on anticipated income during the year, and reconciled against actual income on your tax return

**Cost Sharing Reduction Income Eligibility:**
- What are they? Savings on out of pocket expenses!
- Household income is 100% FPL - 250% FPL
- Must purchase a silver tier Marketplace Plan

**Note:** Cost Sharing Reductions are still available despite recent political decisions.

**Access to Insurance:** Keep in mind, financial assistance is not available if you have access to “Minimum Essential Coverage” that is, insurance that is deemed sufficient, including Medicare, full benefit Medicaid, or “Affordable” employer-sponsored insurance.

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### 2018 Federal Poverty Level Guidelines

**Note:** If you apply for a Marketplace plan for 2019, you will follow the 2018 Federal Poverty Level Guidelines! Income will be calculated using Modified Adjusted Gross Income (MAGI).

Generally, MAGI is your adjusted gross income plus any tax-exempt Social Security, interest, or foreign income you have. This will be calculated for you when you apply.

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<th>Annual FPL</th>
<th>Monthly 100%</th>
<th>Monthly 156%</th>
<th>Monthly 191%</th>
<th>Monthly 200%</th>
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<td>688</td>
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Use our FPL calculator at: [www.safetyweb.org/fpl.php](http://www.safetyweb.org/fpl.php)
Health Reform’s Marketplace & BadgerCare Plus Programs

Marketplace Questions?
Covering Wisconsin
608-261-1455; www.coveringwi.org
Northwest Wisconsin CEP
1-888-780-4237; www.nwcep.org
Find Local Help
https://localhelp.healthcare.gov/#/

Additional Resources:
ABC for Health, Inc.
1-800-585-4222; www.abcforhealth.org
ABC for Rural Health, Inc.
715-485-8525; www.abcforruralhealth.org
HealthWatch Wisconsin:
www.healthwatchwisconsin.org

State & Federal Resources:
Health Reform’s Marketplace
1-800-318-2596; www.healthcare.gov
US Department of Labor: www.dol.gov/
BadgerCare Plus: www.badgercareplus.org/
WI Office of the Commissioner of Insurance:
1-800-236-8517; oci.wi.gov/

Publications/Videos
BadgerCare Plus Resource Library:
www.safetyweb.org/healthwatchwi/3steps.html
Open Enrollment Resource Library:
www.safetyweb.org/healthwatchwi/bulletin.html
Health Coverage Video Library:
www.youtube.com/c/HealthWatchWisconsin

Advocacy and/or Legal Services
ABC for Health, Inc.: 1-800-585-4222
www.abcforhealth.org
Disability Rights WI: 1-800-928-8778
www.disabilityrightswi.org
Wisconsin Family Ties: 1-800-422-7145
www.wifamilyties.org/
Wisconsin Judicare, Inc.: 1-800-472-1638
www.judicare.org/
Legal Action of Wisconsin: 1-800-362-3904
www.legalaction.org/
Legal Aid Society of Milwaukee:
414-727-5300; https://lasmilwaukee.com/
AIDS Resource Center of WI: 800-878-6267
www.arcw.org

ABC for Health, Inc. is a Wisconsin-based, nonprofit public interest law firm dedicated to linking children and families, particularly those with special needs, to health care benefits and services. ABC provides the advocacy tools, information, legal services, and expert support they need to secure health care coverage and services.

HealthWatch Wisconsin, Inc. is an organization promoting access to health care coverage and services. HWW develops state of the art communication and interactive training to assure a more capable, competent, and coordinated healthcare workforce. Together, we can amplify statewide efforts to better connect people to the health care & coverage they need and deserve.

This Consumer’s Companion is in its 12th Edition. Its creation was made possible by support from our local community! Help us thank: the Wisconsin Law Foundation, the charitable arm of the State Bar of Wisconsin & the Dane County Bar Association Delivery of Legal Service Committee “Grants for Worthy Causes.”