



STEVEN M. FULOP  
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY  
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302  
P: 201 547 5500 | F: 201 547 5442



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**Contact: Jennifer Morrill**  
Press Secretary  
201-547-4836  
201-376-0699

***Jersey City Prepares for Launch of Affordable Care Act Marketplace; 10 Certified Application Counselors on Staff & Mobile Navigator Program to Assist Residents***

JERSEY CITY – **Mayor Steven M. Fulop** announced today that the City of Jersey City **Department of Health and Human Services** has developed an aggressive plan to ensure residents have access to health insurance through the **Affordable Care Act Marketplace**, which is scheduled to open on **Tuesday, Oct. 1, 2013**. **Outreach includes a Mobile Navigator Program that is funded through a \$400,000 federal grant.**

“Nearly 20 percent of the Jersey City population, approximately 55,000 residents, currently do not have health insurance,” said **Mayor Fulop**. “With the launch of the Affordable Care Act Marketplace, we want these residents to know what their options are and how to apply. That is why the Health Department has developed a robust and proactive plan to assist residents in answering their questions and in applying online.”

The City of Jersey City and Public Health Solutions have partnered on a federally-funded **mobile Navigator Program** through a \$400,000 grant that will hire four bilingual counselors to visit businesses, community groups, and local non-profits to enroll residents for health coverage in Essex and Hudson County. Only six federal grants were allocated in New Jersey, and Jersey City is the only municipality with a bilingual, mobile model.

Additionally, the Department of Health and Human Services has **10 certified application counselors**, many of whom are bilingual, to help residents understand their health coverage options and enroll residents in a plan at three sites:

- **Health Department Main Office at 1 Journal Square** (M-F 8 a.m. to 5 p.m.)
- **The Preventative Clinic at 115 Christopher Columbus Drive** (M/W/F – 10 a.m. to 2 p.m. & 2 p.m. to 4 p.m.)
- **The Bethune Center at 140 Martin Luther King, Jr. Drive.** (M-F 8 a.m. to 4 p.m.)

Counselors will also be attending the **Health Department’s Flu Shot Clinics**, which also begin this week, to educate the public about the Affordable Care Act and to enroll residents.

(more)

**How the Marketplace works**

The Marketplace simplifies your search for health coverage by gathering the options available in your area in one place. You can compare plans based on price, benefits, and other important features prior to selecting a plan.

Plans will be in four categories – bronze, silver, gold, and platinum – to make comparing them easier. Once open enrollment begins, scheduled for October 1, 2013, the plans and prices will be available. Coverage starts as soon as January 1, 2014, with open enrollment ending on March 31, 2014.

If you want to apply for coverage online, there is a quick four-step process:

1. Set up an account
2. Fill out the application
3. Compare your options. You will be able to view all the options you qualify for, the monthly premium costs, the out-of-pocket expenses on deductibles, copayments and coinsurance.
4. Choose a plan.

**More information about the ACA Marketplace is available online at [healthcare.gov](http://healthcare.gov).**

**All media inquiries should be directed to Jennifer Morrill, Press Secretary for the City of Jersey City, at 201-547-4836 or 201-376-0699.////**