



State of New Jersey

DEPARTMENT OF THE TREASURY
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DATE: August 31, 2018

TO: Lynn Haynes, Deputy Chief of Staff for Cabinet Affairs & Operations
Kathleen Frangione, Chief Policy Advisor
Parimal Garg, Deputy Chief Counsel

FROM: Elizabeth Maher Muoio, State Treasurer

RE: Executive Order #4 – ACA enrollment promotion

The Department of the Treasury is pleased to help support the goals of the Governor's Executive Order #4 to increase awareness of and enrollment in the Affordable Care Act (ACA) marketplace in order to ensure as many New Jersey residents as possible have access to affordable health coverage.

To that end, Treasury has taken the following actions to further these goals:

- We have created a web button that links to the Department of Banking and Insurance's clearinghouse for ACA enrollment:
<http://www.state.nj.us/dobi/getcovered/index.html#marketplace>. This button has been placed prominently on Treasury's home page, as well as on a number of our public-facing division landing pages, including: Pension and Benefits, Taxation, Revenue and Enterprise Services, and Unclaimed Property Administration.
- Treasury's Division of Pension and Benefits promotes ACA enrollment as an alternative to COBRA and C375 enrollment on several of their online fact sheets geared towards current and former participants and dependents in the State Health Benefits Program and the School Employees' Health Benefits Program:
<http://www.state.nj.us/treasury/pensions/documents/factsheets/fact74.pdf>
<http://www.state.nj.us/treasury/pensions/documents/factsheets/fact30.pdf>
- We intend to promote enrollment through periodic social media posts on both Treasury's and Taxation's Facebook and Twitter platforms.

Moving forward, Treasury's Division of Taxation will be including information on ACA enrollment on the following documents and webpages:

- All Gross Income Tax Individuals (TGI) 1040/1040NR Instructions, which currently contains an indicator asking if dependents have health care coverage;
- TGI Billing notices;
- [EITC Communications](#);
- Taxation's webpage for "Individuals" under "Help & References" - <http://www.state.nj.us/treasury/taxation/individuals.shtml>

Additionally, Treasury's many divisions will continue to work to identify any online platforms, mailers or publications with audiences that would benefit from information on ACA enrollment.