



# Latino ObamaCare Enrollment Continues To Lag

***Latinos Are Not Signing Up For ObamaCare As The Administration Had Hoped***

**The Obama Administration Has Designated This Week The “National Latino Enrollment Week.”** “The administration has designated next week National Latino Enrollment Week aimed at getting more Hispanics, who are more likely to lack health insurance than any other racial or ethnic group. The deadline for enrollment this year is March 31.” (Suzanne Gamboa, “Young Latinos Trickle Into ObamaCare Information Forum,” [NBC News](#), 2/20/14)

## **OBAMA HAS STRUGGLED TO WOO LATINOS TO ENROLL IN OBAMACARE**

**In June 2013, President Obama Delivered Remarks Directed At The Latino Community On The Importance They Played In Signing Up For ObamaCare.** OBAMA: “The 13 insurance companies that were chosen by Covered California have unveiled premiums that were lower than anybody expected. And those who can’t afford to buy private insurance will get help reducing their out-of-pocket premiums even further with the largest health care tax cut for working families and small businesses in our history. So about 2.6 million Californians -- nearly half of whom are Latinos -- will qualify for tax credits that will, in some cases, lower their premiums a significant amount. Now, none of this is a surprise. This is the way that the law was designed to work. But since everybody has been saying how it’s not going to happen, I think it’s important for us to recognize and acknowledge this is working the way it’s supposed to. We’ve seen similar good news, by the way, not just here in California but in Oregon and Washington. In states that are working hard to implement this law properly, we’re seeing it work for people -- for middle-class families, for consumers.” (President Obama, [Statement](#), San Jose, CA, 6/7/13)

***The Obama Administration Is Relying On Latinos To Close The ObamaCare Enrollment Gap But Latinos Aren’t Signing Up***

**The Obama Administration Is Counting On Latinos Being “Key To The Success” Of ObamaCare And “The Administration Is Doing Everything It Can To Make Sure That Latinos [Enroll].”** “Just as Latinos were crucial to President Barack Obama’s re-election success in 2012, they are now key to the success of his health law. And the administration is doing everything it can to make sure that Latinos, like the Velandias, enroll. The administration announced this week that Health and Human Services Secretary Kathleen Sebelius will be making the rounds on Spanish-language media outlets to discuss the health law and unveiled the newly revamped CuidadoDeSalud.gov, the Spanish version of HealthCare.gov.” (Jenny Gold,

"Latino Enrollment Key To Success Of Health Law Marketplaces," [Kaiser Health News](#), 6/25/13)

- **The Administration's Plan To Sign Up 7 Million Americans Online, "Hinges On Latinos Signing Up For Coverage — Especially The Young And Healthy, According To Senior Administration Officials."** "In remarks to the news media, slated to be given in San Jose, the president will lay out his strategy for enrolling at least 7 million Americans in the new online health insurance marketplaces in 2014. That plan hinges on Latinos signing up for coverage — especially the young and healthy, according to senior administration officials." (Jenny Gold, "Latinos Key To Obama's Health Law Strategy," [Kaiser Health News](#), 6/7/13)

**Enrollment Of Latinos In ObamaCare "Has Fallen Strikingly Below The Hopes Of The Law's Proponents."** "But so far, enrollment of Latinos has fallen strikingly below the hopes of the law's proponents, accounting for 20 percent or fewer of those who had signed up on the state-run health insurance exchange by the end of December. Now, state officials are rushing to expand marketing efforts and hire additional Spanish-speaking staff, hoping to sharply increase that number by March 31, when open enrollment in the new insurance plans ends." (Jennifer Medina and Abby Goodnough, "States Struggle To Add Latinos To Health Rolls," [The New York Times](#), 2/14/14)

- **For Latino's That Shopped For Coverage On The Exchange, The Premiums Were Too High To Enroll According To The President Of Yuma, Arizona's Regional Center For Border Health.** "Amanda Aguirre, the president of the Regional Center for Border Health in Yuma, Ariz., said many Latinos there felt the private plans available through the exchange were too expensive, even if they qualified for federal subsidies. 'They still feel it's a very high premium, like it's another car payment or another mortgage payment, and they will not accept it,' Ms. Aguirre said. 'They go uncovered.'" (Jennifer Medina and Abby Goodnough, "States Struggle To Add Latinos To Health Rolls," [The New York Times](#), 2/14/14)

## THE SPANISH WEBSITE ROLLOUT WAS A DISASTER

**The Bungled Rollout Of ObamaCare's Spanish Website And The Lack Of Spanish Applications Contributed To The Low Latino Enrollment.** "Many critics blame language for the slow start among Latinos — Covered California did not offer applications in Spanish until the end of December, and the Spanish-language website was littered with translation errors for weeks after its start. Others say there are not enough counselors to provide the kind of personal attention needed by many people who have never had health insurance." (Jennifer Medina and Abby Goodnough, "States Struggle To Add Latinos To Health Rolls," [The New York Times](#), 2/14/14)

**The Obama Administration Didn't Consider CiudadDeSalud.gov Important.** "Senior administration officials appeared to play down to the importance of the Spanish website, saying repeatedly that said their research has shown most Latinos prefer to use the English-language Healthcare.gov to enroll for insurance. Hispanics also are seeking in-person assistance at a high rate when signing up for health care, officials said." (Colleen McCain Nelson, "Spanglish? Glitches Afflict Healthcare.gov's Spanish Version," [The Wall Street Journal](#), 1/13/14)

- **Resources Were Taken From CiudadDeSalud.gov And Redirected To Fix Healthcare.gov.** "The site was originally supposed to go live on October 1, but was indefinitely delayed when technical difficulties with Healthcare.gov forced the federal agency to redirect resources away from the Spanish site in order to work on a round-the-clock debugging effort." (Patricia Borns, "Late Launch Of Spanish Health care Website Fuels Conservative Hispanic Campaign," [Miami Herald](#), 12/13)

### *ObamaCare's Spanish Language Website Was Repeatedly Delayed*

**Prior To The October 1, Launch, The Obama Administration Delayed The Launch of The Spanish-**

**Language Version Of HealthCare.gov Until October 21.** “The White House said Thursday that its Spanish-language health care enrollment tools will not be ready to launch until three weeks after the start of registration on Tuesday. Administration officials explained there will be Spanish-language speakers on the government's help line beginning on the first day of open enrollment, but the site CuidadoDeSalud.gov, will not allow Spanish speakers to compare insurance plans and enroll entirely in Spanish until the week of October 21.” (Adam Aigner-Treworgy, “Spanish-Language Online Health Care Enrollment Starts Later,” [CNN's PoliticalTicker](#), 9/26/13)

- **The Obama Administration Missed Its Self-Imposed October Deadline That Latinos Could Enroll Online Through ObamaCare's Spanish Website.** “Lost in the hubbub surrounding the malfunctioning *HealthCare.gov* is another missed deadline and closed door for millions of Americans seeking health insurance: *CuidadoDeSalud.gov*. The Spanish-language site still does not allow consumers to enroll for exchange coverage, a delay that was previously estimated by administration officials to last until mid-October. A spokeswoman from the Health and Human Services Department declined to comment on when consumers will be able to sign up for health insurance on *CuidadoDeSalud.gov* and whether the additional delay is related to the malfunctions on the English language site, *HealthCare.gov*.” (Clara Ritger, “ObamaCare Website For Spanish Speakers Has Problems Too,” [National Journal](#), 10/21/13)

### ***The Website Also Faced Linguistic Challenges And Experienced Issues Only Found On The Spanish Version Of The ObamaCare Website***

**The Website Was Marred With Grammar Issues To The Point That An ObamaCare Navigator Said It Was Written In “Spanglish.”** “And the translations were so clunky and full of grammatical mistakes that critics say they must have been computer-generated - the name of the site itself can literally be read ‘for the caution of health.’ ‘When you get into the details of the plans, it's not all written in Spanish. It's written in Spanglish, so we end up having to translate it for them,’ said Adrian Madriz, a health care navigator who helps with enrollment in Miami.” (Russell Contreras and Kelly Kennedy, “Health Care Website Frustrates Spanish Speakers,” [The Associated Press](#), 1/13/14)

- **After Launching “More Than Two Months Late,” ObamaCare's Spanish Website Directed “Users To An English Form.”** “Mirroring problems with the federal health care website, people around the nation attempting to navigate the Spanish version have discovered their own set of difficulties. The site, CuidadoDeSalud.gov, launched more than two months late. A Web page with Spanish instructions linked users to an English form.” (Russell Contreras and Kelly Kennedy, “Health Care Website Frustrates Spanish Speakers,” [The Associated Press](#), 1/13/14)
- **HHS Secretary Kathleen Sebelius: “Terminology In Insurance Is Pretty Arcane, Even In English, And They Probably Did Not Have The Smoothest Translation Into Spanish.”** ([WFTV](#), 2/17/14)

**Other ObamaCare Navigators Have Said That The Spanish ObamaCare Website Endured Problems That Didn't Affect The English ObamaCare Website.** “But health care workers in Miami also have reported technical problems that don't exist on the English version of HealthCare.gov. Nini Hadwen, a health care navigator, said she also prefers to use the English website even when she's enrolling Spanish-language applicants. CuidadoDeSalud.gov “doesn't navigate as smoothly from page to page,” she said. ‘It takes longer.’” (Russell Contreras and Kelly Kennedy, “Health Care Website Frustrates Spanish Speakers,” [The Associated Press](#), 1/13/14)

- **But The Obama Administration Contended That CiudadDeSalud.gov “Had Been Built Using The Same Architecture Of Healthcare.gov.”** “Senior administration officials said Monday the

Spanish website had been built using the architecture of Healthcare.gov. CuidadoDeSalud.gov is a 'literal translation' into Spanish, officials said, adding that a literal translation doesn't always yield the most commonly used words and phrases in another language." (Colleen McCain Nelson, "Spanglish? Glitches Afflict Healthcare.gov's Spanish Version," [The Wall Street Journal](#), 1/13/14)