

#GetCovered Open Enrollment Toolkit

Open enrollment is here! Do you know someone who doesn't have health insurance or wants to check out other options? Here's your chance to help them get covered.

Open enrollment is the time when people can sign up or make changes to their health coverage each year. Specifically, we're referring to open enrollment for Medicare plans as well as the Health Insurance Marketplace also called the Health Exchanges.

There are a variety of #GetCovered actions you can take to get involved. This toolkit provides instructions on how to spread awareness about open enrollment plus tips to build your street team for extra support.

Everyone needs health insurance. Thank you for helping people get covered in your community. Follow these steps to get started:

1. Build your team: You can do these steps alone but it's more fun with a group. Reach out to your friends, family, colleagues and neighbors to see who's interested in joining your #GetCovered street team.

2. Let us know: You deserve to be recognized as a street team leader and NPAF will be here to support you. *Please let us know if you are participating in this NPAF activity by e-mailing Donna Guinn and providing your contact information to donnag.kaufman@npaf.org.* We'll be sharing information and updates among the street team leaders throughout this open enrollment campaign and we want to be sure you are on our list.

3. Figure out your targets: Next, you decide who you'd like to help and plan your outreach strategy accordingly. Here is all you need to know about the two key target groups:

Targets	Insurance Market	Timelines	Website
Seniors aged 65+ , or adults who have been diagnosed with certain medical conditions, or deemed disabled by the Social Security Administration	Medicare	October 15 – December 7	https://www.medicare.gov/
Adults aged 19-64 who do not receive health insurance from their employer or do not qualify for other federal programs like Medicaid or Medicare.	Health Insurance Marketplace or Health Exchanges	November 1 – December 15	https://www.healthcare.gov/ *Some states have their own website.

We're counting on you to figure out the best spots in your community to distribute fliers. We want to make sure that if someone is uninsured, they'll see reminders about open enrollment wherever they go. Head to places in your community where there's a lot of foot traffic. The location may also differ depending on which group of people you're targeting – seniors for Medicare or adults aged 19-64 for the Health Insurance Marketplace. Some ideas include:

- Grocery stores
- Local pharmacies
- Doctors offices or clinics
- Places of worship
- Laundromats
- Gyms or health centers
- Community colleges
- Barber shops or beauty salons
- Have other ideas? Let us know.

4. Make a plan: Once you've figured out where to go, set a date and time to hit the streets with your team beginning now and throughout the open enrollment periods. Plan who will go with you and who you should speak with for permission to post fliers (for instance, manager of store, pastor).

5. Know the facts: Remember that Marketplace or Exchange plans purchased through [healthcare.gov](https://www.healthcare.gov) are available to adults aged 19-64 who do not have health insurance through their employer. They may also use the <https://www.healthcare.gov/> site to determine if they're eligible for Medicaid. However, some states have their own separate website as noted below:

- [California](#)
- [Colorado](#)
- [Connecticut](#)
- [District of Columbia](#)
- [Idaho](#)
- [Maryland](#)
- [Massachusetts](#)
- [Minnesota](#)
- [New York](#)
- [Rhode Island](#)
- [Vermont](#)
- [Washington](#)

Most seniors qualify for Medicare when they turn 65 years old and can explore their options at <https://www.medicare.gov/>.

6. Distribute materials: You can print the TWO open enrollment fliers below and distribute according to which targets you choose to pursue.

You can also share the below resource links, created by our colleagues at Patient Advocate Foundation. These will help people weigh the advantages and disadvantages of various health insurance options in choosing the best plan for their needs.

You can share information-- including pictures of you or your team in action-- via social media using the #GetCovered hashtag or by email. Don't forget to tag us @NPAF_tweets and we'll retweet you.

[“Mark Your Calendar : Open Enrollment is Coming”](#) – General overview for all people highlighting what you need to know about this important time of year and why not to miss it.

[“Think Twice Before Buying a Short Term Health Plan”](#) – Describes the limitations of short-term plans now more readily available by insurance companies.

[“Choose Wisely: Tips for Medicare Open Enrollment”](#) – Explains why people with current Medicare coverage should reevaluate plans each year and not miss an opportunity to make adjustments.

[“Identifying the Right Policy Among a Sea of Plan Options”](#) -- Helps you understand how to start comparing plan options and provides details on plan types.

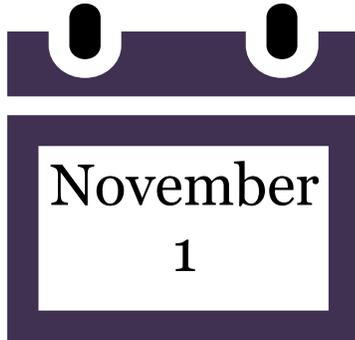
[“Finding a Health Plan With More Coverage”](#) – Answers questions such as “Why should I care?” and explains the big ways cost-sharing differs among plans.

THANK YOU FOR ALL THAT YOU DO

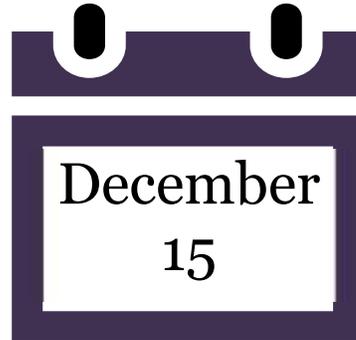
Please direct any questions about the #GetCovered campaign to [Donna Guinn](#).

Need affordable health insurance?

Whether you're uninsured or just want to explore your choices, the Marketplace will help find coverage that's right for you.



Enrollment Begins



Enrollment Ends

You have only **45 days** to enroll in or make changes to your plan unless you qualify for a special enrollment period.

Learn more and apply for Marketplace health coverage in any of the following ways:

1. **Online** – Visit [HealthCare.gov](https://www.healthcare.gov) to apply and enroll on the web.
2. **Over the phone** – Reach out to the Marketplace Call Center at 1-800-318-2596. Teletypewriter (TTY) users should call 1-855-889-4325.
3. **Local help** – Visit [LocalHelp.HealthCare.gov](https://www.localhelp.healthcare.gov) to connect with people in your community trained to help you apply and enroll.



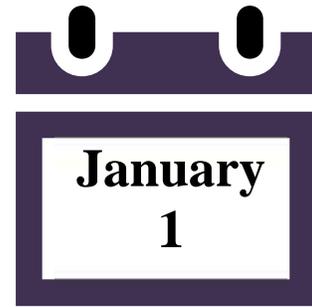
Do you want to make changes to your Medicare plan? Now's the time to do so!



**Enrollment
Begins**



**Enrollment
Ends**



**First Day of
Coverage**

Call Social Security at **1-800-772-1213** for information about Medicare's open enrollment also known as the Annual Election Period. To learn more about Medicare coverage and plan choices, visit **Medicare.gov** or call **1-800-MEDICARE**.



#GetCovered FAQ

Know before you go! Here are 5 simple answers to 5 simple questions you may encounter.

1. Wasn't this repealed?/I thought they got rid of Obamacare.

Nope! If there's one thing even people in DC can agree on, it's that people should have insurance. The Marketplace is open, and subsidies are available – here's a flier!

2. What if I can't afford it?

There are subsidies to assist you! In fact, many people can find a subsidized plan for \$100 per month or less. Visit <https://www.healthcare.gov/lower-costs/> to see if you qualify for help.

3. What's the deadline?

The annual Health Insurance Marketplace enrollment period runs from November 1 through December 15. Some states have extended enrollment periods – there's a complete list at npaf.org

4. Where can we sign up?

Begin the application at <https://www.healthcare.gov/>. You may be routed to a separate website if your state maintains its own Marketplace.

5. Can someone help me?

Yes. Visit LocalHelp.Healthcare.gov to find free, local enrollment help from Assistors or agents/brokers in your area.