Marketplace Enrollment: The Big Picture

January 6, 2022
SNAPSHOT: 13.6M+ enrolled so far!
What’s New This Year

A lot to celebrate!

● Expanded financial help
  ○ Increased amounts
  ○ Available to more people

● Extended deadline
  ○ Saturday, January 15

● Increased enrollment help
  ○ More Navigators than ever before
OE9 Messaging

What consumers need to know

● If you are uninsured, NOW is the time to sign up
● Increased financial help
  ○ 4 in 5 can find a plan for $10/month or less
  ○ Millions of people qualify for $0/month *quality* plans
● Even if you didn’t qualify for help last OE, you might this year
● DEADLINE, DEADLINE, DEADLINE
● Work with your local assister
  ➔ GetCoveredAmerica.org
Outreach Ideas

Where to share

- Social media
- Local newspaper
- Community groups and fairs
- COVID vaccination and testing sites
- Faith communities
- Schools
  - Student organizations
  - Community colleges
  - PTOs
  - Share your story
  - Know where to direct people for help
Common Misconceptions

*Let’s bust some myths*

- Insurance is too expensive
  - New, expanded financial help makes coverage more affordable than ever before
- I looked last year and there wasn’t a plan for me
  - New plans and prices are available every year so it’s worth it to check again, especially with new financial help now available
- I plan to get covered through work soon so it’s better to wait
  - Marketplace plans are flexible so when you get new coverage, you can easily switch. It’s better to get covered and be protected now!
- I have a pre-existing condition, I can’t get covered
  - Protections for people with pre-existing conditions are still in place! You cannot be denied or charged more based on your health status or history
- Enrolling will impact my immigration status
  - The Trump Administration’s public charge rule has been permanently blocked nationwide, so immigrants who qualify for marketplace coverage should be encouraged to sign up
Help to get you through

- The National Get Covered Coalition
- OE9 Toolkit (English & Spanish)
- Social media messaging and graphics
- OE9 Texting campaign
- National Youth Enrollment Day - TOMORROW
Questions?

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