



Marketplace Enrollment: The Big Picture

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YOUNG 
INVINCIBLES

**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

YOUNG  INVINCIBLES

NEW YEAR, NEW HEALTH CARE

- ✓ EXPANDED FINANCIAL HELP
- ✓ EXTENDED DEADLINE
- ✓ MORE ANSWERS TO YOUR COVERAGE QUESTIONS

#GETCOVERED



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
- Word. Of. Mouth.
 - 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

Resources from Young Invincibles

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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