

Health Insurance Marketplace Open Enrollment Period

November 1, 2021-January 15, 2022

Partner Resources Reference Sheet

The following resources are available to partners to help promote the Marketplace Open Enrollment Period to those in your community.

The Marketplace Open Enrollment Period is open from November 1, 2021 to January 15, 2022. December 15, 2021, is the last day to sign up for health insurance for an effective date of January 1, 2022.

The three core messages to promote for consumers are:

- **New law.** Thanks to the American Rescue Plan, quality health coverage is more affordable and accessible than ever.
- **Lower prices.** Four in five customers are able to find health coverage for \$10 or less per month.
- **More people qualify.** Whether you are uninsured, don't get insurance through your job, or if you are looking to find health coverage at a lower cost – this Open Enrollment Period is for you!

Available Resources

Check out our newly refreshed Partner [Tools and Toolkits](#) webpage today! It includes a wide range of resources, including:

- **Request Physical Materials to be Mailed to You:** Are you a Champion for Coverage? If so, order a "[Physical Event in a Box](#)"! This box includes various materials already printed for you and shipped to you, such as conference cards, brochures, posters, stickers, and more! It is also available in English and/or Spanish and some materials can be customized by ethnicity.
- **Download Materials:** The virtual materials include Marketplace promotional materials and customizable materials in various languages. Resources available include talking points, drop-in articles, videos, a social media toolkit, graphics, and other materials.

- [List of Champions for Coverage](#): Use this file to help identify Champions for Coverage in your communities to partner with to further promote the Marketplace.
- [Navigator Contact Awardees](#): Includes Navigators throughout the country that you can partner with to help promote the Marketplace.
- [Apply to become a Champion for Coverage](#): Encourage organizations in your area to become Champions for Coverage!

CONSUMER RESOURCES

- Consumers can apply for health coverage: [HealthCare.gov](#) and [CuidadoDeSalud.gov](#)
- [Find Local Help](#) (Navigators, Certified Application Counselors, Agents & Brokers)
- 24/7 HealthCare.gov Call Center: 1-800-318-2596 with assistance in 230+ languages, TTY: 1-855-889-4325

We are here to help. Champions for Coverage can contact us at any time at Champion@cms.hhs.gov. Assistors can contact CMS at cacquestions@cms.hhs.gov.