

**MARKETPLACE OPEN ENROLLMENT WEEK OF ACTION**

**Week of January 9, 2022**

**Contents**

Last Chance to Enroll in Health Coverage.....1

**Talking Points**

- As we approach the final days of the Open Enrollment Period, we want to make sure that you sign up for health coverage by the January 15 enrollment deadline.
- After January 15, you will only be able to enroll in health coverage if you've had certain life events, including losing health coverage, moving, getting married, having a baby, or adopting a child.
- We don't want you to have to depend on a life-changing event to enroll in health coverage. We want you to join the already XX million people who have signed up for coverage during the Marketplace Open Enrollment Period.
- Thanks to the new law, 4 out of 5 consumers can find plans for \$10 a month or less. Some consumers can even find plans for zero dollars.
- The pandemic has highlighted how important it is to have health coverage.
- We encourage anyone who needs health coverage to visit [HealthCare.gov](https://www.healthcare.gov) today and check out their options. Don't wait until you get sick or have an accident to see what your options are. Your health is too important!
- Whether you are uninsured, do not receive health coverage through your employer, or are looking for more affordable health care coverage, you and your family may be eligible for health coverage on the Affordable Care Act Health Insurance Marketplace.
- All Marketplace plans are comprehensive and must cover 10 essential health benefits, from emergency services, to preventive wellness services, mental health, substance use services, and prescription drugs.
- And all Marketplace plans must cover treatment for pre-existing medical conditions. None of the insurance plans on the Marketplace can reject you, charge you more, or refuse to pay for essential health benefits for any condition you had before your coverage started.
- And remember, the final deadline – January 15, 2022 - is approaching, so act now. Go to [HealthCare.gov](https://www.healthcare.gov) today to review your plan options and to enroll in a plan that best meets you and your family's needs. Assistance is available at [localhelp.healthcare.gov](https://www.localhelp.healthcare.gov) if you need help finding a health plan.
- Get covered today! Take care of your health today so you can have the peace of mind of knowing you and your family are covered through the year.

**5 things Consumers Need to Know about the Marketplace Open Enrollment:**

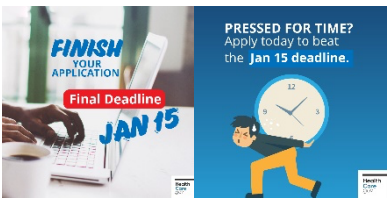
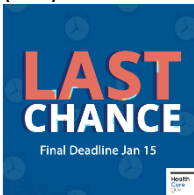
1. Final Deadline! The Marketplace Open Enrollment Period at [HealthCare.gov](https://www.healthcare.gov) runs through January 15. Sign up by the final deadline to get coverage that generally starts on February 1.
2. More Affordable! The American Rescue Plan has provided greatly improved financial assistance, which can significantly lower people's premiums. If you have looked for health coverage before, it is worth a second look:

- a. 4 out of 5 consumers will be able to find plans for \$10/month or less after newly expanded financial assistance.
  - b. With the new law, millions more consumers qualify for tax incentives that lower their premiums.
3. Quality Plans! These are quality, comprehensive health plans that offer doctor visits, emergency care, behavioral health care, preventive care, hospital care, and prescription drugs.
  4. More Help is Available! There is more help available this year. Consumers can access certified application counselors and navigators in nearly every state and county on the Marketplace. To find local help go to <https://localhelp.healthcare.gov>.
  5. It is easier to sign up for coverage this year. All consumers shopping for health insurance coverage on [HealthCare.gov](https://www.healthcare.gov) — even those who currently have coverage through the Marketplace — should enroll or re-enroll by logging in to [HealthCare.gov](https://www.healthcare.gov) or call 1-800-318-2596 (TTY is 855-889-4325) to fill out an application. The call center is open 24/7, it is free and assistance is available in over 240+ languages.

**Social Media Toolkit and Graphics:**

**January Theme Week Graphics**

- Social media graphics
  - [English](#) | [Spanish](#)
- Marketplace Open Enrollment Social Media Toolkit
  - [English](#) | [Spanish](#)

Last Chance Week of Action		
POST DATES	POST COPY	GRAPHICS
Jan 9 <sup>th</sup> -15 <sup>th</sup>	The Marketplace closes soon! #GetCovered by affordable health insurance that covers ten essential benefits! Don't wait — shop and select a health plan for 2022 coverage by the FINAL deadline: Jan 15. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a>	
	Don't leave it to the last minute — sign up for a 2022 HealthCare.gov plan now!  Due to the new law, 4 out of 5 customers can find a plan for less than \$10 a month. Enroll by the FINAL deadline: January 15th and #GetCovered. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a>	
Jan 15 <sup>th</sup>	Today is the LAST DAY to enroll in a 2022 HealthCare.gov plan! Enroll now and #GetCovered for essential health benefits, including no-cost preventive services & prescriptions. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a>	<p>(GIF)</p> 
Jan 9 <sup>th</sup> -15 <sup>th</sup>	Do you know someone that needs health coverage for 2022? Friends don't let friends miss deadlines. Text or call them today and remind them to #GetCovered by Jan 15! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a>	

Don't let your friends miss the deadline! Text or call three friends to remind them to enroll in a 2022 HealthCare.gov plan by the FINAL deadline on January 15th.

Remind your friends to #GetCovered today!  
<https://www.healthcare.gov/get-coverage>

This is the LAST WEEK to enroll in a 2022 HealthCare.gov plan! Remind your friends to enroll by Jan 15 and #GetCovered for essential health benefits, including no-cost preventive services & prescriptions.  
<https://www.healthcare.gov/get-coverage>

