

MARKETPLACE OPEN ENROLLMENT WEEK OF ACTION

Week of January 2, 2022

Contents

Young Adult and Young Families Week of Action and National Youth Enrollment Day..... 1

Talking Points

- Young adults and young families must take care of their health and access quality affordable health coverage.
- The Affordable Care Act has made it possible for young people up to age 26 to stay on their parents' plans. This is really important when you are in school or starting an entry-level job.
- For those over 26 or young families, the Affordable Care Act Health Insurance Marketplace is also a great place to access coverage, and it's affordable!
- 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 all young adults and young families to visit [HealthCare.gov](https://www.healthcare.gov) and check out their options. Don't wait until you are sick or get in an accident to get coverage. 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.
- Don't push your health care off; make it a priority! Visit [HealthCare.gov](https://www.healthcare.gov) by January 15, 2022, to have coverage that starts on February 1, 2022. Assistance is available at [localhelp.healthcare.gov](https://www.localhelp.healthcare.gov) if you need help finding a health plan that best meets your needs.
- Take care of your health today so you can live long and healthy lives for many years to come!

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](#)

• Young Adult Week of Action (18-34)		
POST DATES	POST COPY	GRAPHICS
Jan 2 nd -8 th	<p>You never know what life will throw at you, but with a HealthCare.gov plan, you're covered! Make sure you have essentials like emergency and primary care covered. Enroll by Jan 1st and #GetCovered. https://www.healthcare.gov/get-coverage. #MarketplaceOE</p> <p>Have a job but no insurance? We've got you covered. HealthCare.gov plans are comprehensive and affordable. Enroll today and #GetCovered by quality health insurance! https://www.healthcare.gov/get-coverage</p>	
Jan 7 th	<p>Today is National Youth Enrollment Day! If you haven't signed up for health care coverage don't wait any longer! With the new law, 4 out of 5 customers can find a plan for less than \$10 a month. Enroll by Jan 15: https://www.healthcare.gov/get-coverage #GetCovered</p>	

Young Families Week of Action		
POST DATES	POST COPY	GRAPHICS
Jan 2 nd -8 th	<p>With the new law and lower prices, more people qualify for financial help. Check out the quality plans available to you and your family! Enroll in 2022 coverage by Jan 15th and</p>	

	<p>#GetCovered! https://healthcare.gov/get-coverage #MarketplaceOE</p> <p>HealthCare.gov plans are not just for individuals. Families can find quality, affordable plans that cover the essentials, including primary care and prescriptions. Enroll by the FINAL deadline: January 15th and #GetCovered.</p> <p>https://www.healthcare.gov/get-coverage. #MarketplaceOE</p> <p>Make sure your family has the essentials covered. Enroll by Jan 15: https://www.healthcare.gov/get-coverage #GetCovered</p>	
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