2020 OPEN ENROLLMENT SOCIAL MEDIA TOOLKIT

#GETCOVEREDCT

Purpose: Coverage is key for good health, but signing up for health insurance can be complicated. We want to remind people of the importance of getting covered and make sure they know how to get started – and we hope you will find these messages useful and worth sharing. This toolkit provides suggested messaging, resources and graphics that can be shared to inform CT residents about enrolling in health coverage and the steps they need to take to get covered for 2020. This year we are focusing on messaging to target the uninsured, harder-to-reach populations based on findings from Access Health CT's research on the uninsured.

Questions about this toolkit? *Feel free to contact Liz Kellner, senior communications officer, Connecticut Health Foundation liz@cthealth.org. You can also find the most updated version of this toolkit on our website at https://www.cthealth.org.*

Quick enrollment information:

- Direct people to Access Health CT to compare plans and sign up: https://www.accesshealthct.com/AHCT/FamilyInformation.action
- To find local assistance: https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help
  - For help COMPLETING your application, select find "An Enrollment Specialist (or Certified Applied Counselor)"
  - For help CHOOSING a health care plan, select find "A Certified Broker"
- To find an enrollment fair (close to 30 to choose from this year) or enrollment center (3 to choose from): https://learn.accesshealthct.com/findus/

Messaging

Graphics: attached as a separate zip file, also available at cthealth.org

Use these suggested messages on Twitter or Facebook!

Deadline:

- Need health insurance for next year? Open enrollment starts on November 1 and ends December 15 #GetCoveredCT http://learn.accesshealthct.com/choose/

- When can you sign up for your 2020 health insurance? Enrollment starts Nov 1st. Go to accesshealthct.com and click on "enroll now" to #GetCoveredCT

- Your last chance to enroll for 2020 private health insurance coverage is Dec 15! Act now. #GetCoveredCT http://learn.accesshealthct.com/choose/

Affordability:

- Think you can't afford health insurance for you and your family? You may be surprised! 70% of @AccessHealthCT customers qualify for financial help. See what insurance will cost you here: https://www.accesshealthct.com/AHCT/FamilyInformation.action

- Don't risk getting stuck with a medical bill that you can't afford. Plan ahead and enroll your family in a health care plan that fits your needs. It might not cost as much as you think. Find out what you'll pay with this cost calculator: https://www.accesshealthct.com/AHCT/FamilyInformation.action

- Leaving your job and considering signing up for COBRA? Check with @AccessHealthCT first because you may qualify for a much more affordable health insurance option! https://www.accesshealthct.com/AHCT/FamilyInformation.action

- A quality health insurance plan might cost much less than you think. @AccessHealthCT insurance prices are based on your household income. Use this cost calculator to find out what you'll pay: https://www.accesshealthct.com/AHCT/FamilyInformation.action

- You might qualify for financial help to buy health coverage depending on: # of people in your house, how much $ you make, & where you live. Find out if you qualify; it's quick and easy! #GetCoveredCT https://www.accesshealthct.com/AHCT/FamilyInformation.action

- How much would it cost you to buy insurance for your family at @AccessHealthCT? It might be less than you think so try out the cost calculator: https://www.accesshealthct.com/AHCT/FamilyInformation.action

In-person help & what you need to enroll:

- How can @AccessHealthCT help you today? Reach out on the phone or in person for FREE help understanding and enrolling in health insurance for next year. https://www.accesshealthct.com/AHCT/LandingPageCTHIX

- Have questions or need help signing up for health care coverage? There are people here to help. Find an enrollment fair near you and get help signing up for coverage! @AccessHealthCT https://learn.accesshealthct.com/findus/

- Call @AccessHealthCT to enroll in coverage today! ✔️ #GetCoveredCT 📞855-805-4325.

- Open enrollment is in full swing! @AccessHealthCT is hosting 30 enrollment fairs providing in-person help to get you covered. https://learn.accesshealthct.com/findus/

- Get help signing up for health insurance. Head to an enrollment fair near you and someone will help you enroll. https://www.eventbrite.com/e/access-health-ct-enrollment-fairs-tickets-74228789307

- Looking to #GetCoveredCT, but have questions about health insurance prices, plans and everything in between? Find someone to help walk you through it – in English, Spanish, or more than 100 other languages. Check out https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help

- Looking to #GetCoveredCT? Find free in-person help in your community! Check out https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help to find health insurance enrollment assistance near you.

- Signing up for 2020 health care insurance? Be prepared. Make sure you have the right documents when you visit an enrollment fair or meet with an enrollment specialist so you can sign up on the spot! #GetCoveredCT.

- Have questions on how health insurance works? It can be confusing but there are people available to help! Visit https://www.accesshealthct.com/AHCT/DisplayAssistanceSearch?activetab=help to find someone to answer your questions. #GetCoveredCT

Shop around:

- Do your homework. Check if your doctors, prescriptions, and the care you need are covered BEFORE you choose a plan! #GetCoveredCT http://learn.accesshealthct.com/choose/

- Plans and prices change every year. Before you renew, make sure you're signed up for the plan that best fits your budget and health needs. #GetCoveredCT http://learn.accesshealthct.com/choose/

- It pays to shop around. Even if you haven't changed, a different health insurance plan might be a better deal for you. #GetCoveredCT http://learn.accesshealthct.com/choose/