

February 13, 2015

Champions for Coverage:

There are only 2 days of Open Enrollment left and this weekend is the final crunch! For the final days, we have included updated Social Media posts, latest enrollment numbers, and a few upcoming events.

We still want to hear from you! Please share your Marketplace success stories of education, outreach and/or enrollment in your communities by emailing us at <a href="mailto:Champion@cms.hhs.gov">Champion@cms.hhs.gov</a>. Sharing best practices from the field will help each organization further their education goals and we might even ask you to present on Webinar.

## **NEW/UPDATED CONTENT AND WEBINARS**

# **Upcoming Champion Webinar:**

Topic: Connecting Marketplace Outreach, Education, and Enrollment to Free tax
Preparation

When: TBD

# HHS Partnership Center Webinar:

The HHS Partnership Center continues to host a series of webinars for faith and community leaders. All webinars are open to the public and include a question and answer session where you can ask HHS staff any questions you may have.

To participate in one of the webinars, please select your preferred topic from the list below and submit the necessary information.

Federal Income Taxes and Health Coverage 101: Wednesday, February 25, 2015; 2:00 pm EDT Register Here

Got Coverage? Next Steps in Using Your Health Insurance: Thursday, March 5, 2015; 2:00 pm EDT Register Here

Special Enrollment Periods and Resources for the Uninsured: Thursday, March 12, 2015; 1:00 pm EDT Register Here

Addressing Health Disparities through the National Prevention Strategy and Partnerships: Individuals and Families: Thursday, February 19, 2015; 12:00 pm EDT Community Non-Profit and Faith-based Organizations: Thurs., March 19, 2015; 12:00 pm EDT For more information contact: RegionVIIIFedPartners@hhs.gov

New: Connecting Kids to Coverage Webinar

Topic: Using Dental Services and Benefits to Motivate Families to Enroll in Medicaid and CHIP

When: Friday, February 27, 2015 at 2:00 p.m. – 3:30 p.m. EST

Good oral health habits and dental care are critical to overall health, especially for young children. In honor of National Children's Dental Health Month in February, the Connecting Kids to Coverage National Campaign invites you to a webinar on the instrumental role Medicaid and the Children's Health Insurance Program (CHIP) play in providing access to oral health benefits and services. You will receive outreach tips and examples of enrollment in action through dental service events, and learn about CMS oral health resources you can use to educate families about the importance of oral health for their children's well-being.

Join us on Friday, February 27<sup>th</sup> at 2:00 p.m. EST for the next Connecting Kids to Coverage National Campaign webinar.

REGISTER HERE

New: Application Worksheet Includes Checklist of Information Consumers Need to Apply for Coverage

Before beginning an application, consumers should gather certain information that they'll need to help make the process go quicker and easier. This new Application Worksheet, "<u>Get Ready to Apply for or Renew Your Health Insurance Marketplace Coverage</u>," is designed in a consumer friendly, checklist format, and will help consumers learn about the information that they need to work with an assister or visit HealthCare.gov to complete an application for coverage.

NEW: Information on HealthCare.gov addresses Canceling Marketplace Plans

When eligible for other Coverage

Recently, new, consumer-friendly information has been added to HealthCare.gov that also addresses this issue – <u>click here</u> to view this new content.

#### **N**EWS AND **U**PDATES

Almost 6.5 million consumers qualify for an average tax credit of \$268 per month through the Health Insurance Marketplaces

HHS released on Monday a report outlining the impact of advanced premium tax credits on premiums in the Health Insurance Marketplaces. Almost 6.5 million individuals in the 37 states using the HealthCare.gov platform are estimated to qualify for an average of \$268 per person/month in advanced premium tax credits. Among consumers who are signed up for 2015 coverage to date in the 37 HealthCare.gov states, 8 in 10 could choose a plan with a premium of \$100 or less after tax credits, based on available options.

The press release is live here: http://www.hhs.gov/news/press/2015pres/02/20150209a.html

The report is live here:

http://aspe.hhs.gov/health/reports/2015/MarketPlaceEnrollment/APTC/ib APTC.pdf

New: Open Enrollment Numbers (Including State Breakdown and MSAs)

This week the Department of Health and Human Services (HHS) released the twelfth weekly open enrollment snapshot. Since Open Enrollment began on November 15, 7.75 million consumers selected a plan or were automatically re-enrolled through the federally facilitated Marketplaces (FFMs). This week's snapshot includes weekly and cumulative data for the FFMs, cumulative data for states, and for the first time, cumulative data for certain local areas.

The Open Enrollment snapshots for the FFMs provide point-in-time estimates for weekly data. These are preliminary numbers and could fluctuate based on consumers changing or canceling plans or having a change in status such as new job or marriage. The snapshots also include totals from the beginning of the 2015 Open Enrollment period, which started November 15, 2014. Note that data revisions may mean that the weekly totals do not sum to the cumulative numbers.

HHS produces more detailed reports that look at plan selection across the FFMs and State-Based Marketplaces on a monthly basis. Weekly snapshots do not include the consumers who visited, called, shopped or selected a plan through a State-Based Marketplace.

# Federal Marketplaces Snapshot

Federal Marketplace Snapshot	Week 12	Cumulative
	Jan 31 – Feb 6	Nov 15 – Feb 6
Plan Selections	275,676	7,749,375
Applications Submitted	520,630	10,645,402
Call Center Volume	1,004,340	12,123,688
Average Call Center Wait Time	4 minutes 56 seconds	6 minutes 24 seconds
Calls with Spanish Speaking	122,292	
Representative		1,106,148
Average Wait for Spanish Speaking Rep	22 seconds	21 seconds
HealthCare.gov Users	3,137,807	27,552,399
CuidadoDeSalud.gov Users	129,877	1,104,801
Window Shopping HealthCare.gov Users	611,597	8,230,929
Window Shopping CuidadoDeSalud.gov Users	31,766	220,975

# HealthCare.gov State-by-State Snapshot

HealthCare.gov States	Cumulative Plan Selections  Nov 15 – Feb 6
Alabama	148,616
Alaska	18,171
Arizona	180,113
Arkansas	58,878

Delaware	22,036
Florida	1,393,068
Georgia	468,464
Illinois	305,570
Indiana	198,635
Iowa	39,675
Kansas	85,872
Louisiana	157,900
Maine	66,118
Michigan	311,246
Mississippi	91,723
Missouri	226,702
Montana	49,575
Nebraska	66,091
Nevada	59,623
New Hampshire	48,447
New Jersey	222,640
New Mexico	45,891
North Carolina	496,330
North Dakota	16,426
Ohio	208,602
Oklahoma	109,758
Oregon	97,489

Pennsylvania	438,488
South Carolina	180,373
South Dakota	19,098
Tennessee	200,905
Texas	1,015,772
Utah	124,142
Virginia	341,039
West Virginia	29,515
Wisconsin	187,314
Wyoming	19,070

## HealthCare.gov Local Area Snapshot

The Week 12 snapshot includes a look at plan section by selected Metropolitan Statistical Areas (MSAs). This localized data provides another level of detail to better understand total plan selections within local communities ahead of the February 15 deadline. Eight of the MSAs include one or more counties in states that are not using the HealthCare.gov platform in 2015. Plan selections for those MSAs only include data for the portions of these areas that are using the HealthCare.gov platform, so the cumulative totals in the snapshot do not represent plan selections for the entire MSA. The affected areas are italicized below, and additional information is included in the glossary. Only MSAs with a minimum population of about 725,000 and at least one county in the 37 states using the HealthCare.gov platform are included in the Local Area Snapshot.

Local Areas in HealthCare.gov States	Cumulative Plan Selections
	Nov 15 – Feb 6
Miami-Fort Lauderdale-West Palm Beach, FL	661,917
Atlanta-Sandy Springs-Roswell, GA	309,308

Dallas-Fort Worth-Arlington, TX	289,047
Houston-The Woodlands-Sugar Land, TX	269,298
Chicago-Naperville-Elgin, IL-IN-WI	248,811
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	
(PA, NJ, and DE portions of MSA only)	228,662
New York-Newark-Jersey City, NY-NJ-PA	
(NJ and PA portions of MSA only)	168,884
Orlando-Kissimmee-Sanford, FL	167,967
Tampa-St. Petersburg-Clearwater, FL	149,493
Detroit-Warren-Dearborn, MI	142,470
Washington-Arlington-Alexandria, DC-VA-MD-WV	
(VA and WV portions of MSA only)	133,977
Charlotte-Concord-Gastonia, NC-SC	127,305
Phoenix-Mesa-Scottsdale, AZ	123,158
St. Louis, MO-IL	100,084
San Antonio-New Braunfels, TX	94,166
Austin-Round Rock, TX	87,876
Kansas City, MO-KS	76,512
Pittsburgh, PA	73,027
Jacksonville, FL	70,223
Indianapolis-Carmel-Anderson, IN	66,903
Raleigh, NC	61,986
Nashville-Davidson–Murfreesboro–Franklin, TN	60,080

Virginia Beach-Norfolk-Newport News, VA-NC  New Orleans-Metairie, LA  Salt Lake City, UT  47,992  Milwaukee-Waukesha-West Allis, WI  Portland-Vancouver-Hillsboro, OR-WA  (OR portion of MSA only)  Oklahoma City, OK  Cleveland-Elyria, OH  El Paso, TX  Greensboro-High Point, NC  Las Vegas-Henderson-Paradise, NV  55,996  47,992  46,393  46,393  45,979  45,979  44,287  43,825  40,109	
Salt Lake City, UT  47,992  Milwaukee-Waukesha-West Allis, WI  46,393  Portland-Vancouver-Hillsboro, OR-WA  (OR portion of MSA only)  Oklahoma City, OK  44,287  Cleveland-Elyria, OH  42,963  El Paso, TX  43,825  Greensboro-High Point, NC  40,109	
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Greensboro-High Point, NC 40,109	
Las Vegas-Henderson-Paradise, NV 40,961	
North Port-Sarasota-Bradenton, FL 38,081	
Memphis, TN-MS-AR 38,040	
Birmingham-Hoover, AL 34,439	
Greenville-Anderson-Mauldin, SC 34,201	
Columbus, OH 33,890	
Cincinnati, OH-KY-IN	
(OH and IN portions of MSA only) 33,314	
Grand Rapids-Wyoming, MI 30,484	
Baton Rouge, LA 31,413	
Tucson, AZ 27,904	
Allentown-Bethlehem-Easton, PA-NJ 27,999	

Tulsa, OK	27,788
Knoxville, TN	26,180
Columbia, SC	27,585
McAllen-Edinburg-Mission, TX	27,884
Omaha-Council Bluffs, NE-IA	24,720
Albuquerque, NM	19,542
Boston-Cambridge-Newton, MA-NH	
(NH portion of MSA only)	15,484
Little Rock-North Little Rock-Conway, AR	14,220
Dayton, OH	12,570
Louisville/Jefferson County, KY-IN	
(IN portion of MSA only)	6,994
Minneapolis-St. Paul-Bloomington, MN-WI	
(WI portion of MSA only)	3,766

The snapshot, including a glossary of terms can be found here: <a href="http://www.hhs.gov/healthcare/facts/blog/2015/02/open-enrollment-week-twelve.html">http://www.hhs.gov/healthcare/facts/blog/2015/02/open-enrollment-week-twelve.html</a>.

## AFFORDABLE CARE ACT AND TAX RESOURCES

Reminder: Tax Tools

Reminder: Title: The Affordable Care Act and Form 1095 A – the Basics

Description: A brief overview of the basics around Form 1095-A, including general questions and answers relating to the form. This includes a background of who would get the form, what the form looks like, what is included on the form, and descriptors of the household information.

URL: <a href="http://youtu.be/2YQa9-7H7f8">http://youtu.be/2YQa9-7H7f8</a>

Reminder: Exemptions and Penalty Video

URL: <a href="https://www.youtube.com/watch?v=dTmTpVoa41o&feature=youtu.be">https://www.youtube.com/watch?v=dTmTpVoa41o&feature=youtu.be</a>

Reminder: The press release is live here:

http://www.hhs.gov/news/press/2015pres/01/20150128a.html

Reminder: An updated fact sheet is live here:

http://www.hhs.gov/healthcare/facts/factsheets/2015/01/health-coverage-federal-income-

taxes.html

Reminder: Free File option for Tax Filers

The Internal Revenue Service and the Free File Alliance today announced the launch of Free File, which makes brand-name tax software products and electronic filing available to most taxpayers for free.

Free File Launches Today; Helps Taxpayers with New Health Care Law

## **CMS Products**

Product	Product Type	Description
https://www.healthcare.gov/taxes/	Website	Important information for Health
		Coverage and Federal Taxes
If you had a health plan through	Website	Information on 1095s
the Health Insurance Marketplace		
<u>in 2014</u>		
If you had other health coverage in	Website	If you had minimum essential coverage
<u>2014</u>		for all of 2014
If you didn't have health coverage	Website	If you didn't have health coverage for all
<u>in 2014</u>		or part of 2014, your income taxes could
		be affected. You may have to qualify for
		a health coverage exemption or pay a
		fee with your federal income tax return
My Tax Checklist (11894)	Checklist	Check this list for reminders about some
		of the information you'll need or
		ask your tax preparer before your
		appointment
3 Tips About Marketplace	Fact sheet	Provides information on how the Health

Coverage & Your Taxes (11876)		Insurance Marketplace impacts your
` ,		taxes
3 Tips About Marketplace Coverage	Fact sheet	Provides information on how the Health
Your Taxes (Spanish)		Insurance Marketplace impacts your
(11876-S)		taxes (Spanish)
No Health Coverage?	Fact sheet	Provides information to let people know
What That Means for Your		what happens when they file taxes if
<u>Taxes</u> (11886)		they did not have health coverage for all
		or part of the year
No Health Coverage? What That	Fact sheet	Provides information to let people know
Means for Your Taxes (Spanish)		what happens when they file taxes if
(11886-S)		they did not have health coverage for all
		or part of the year (Spanish)
3 Tips about Marketplace Coverage	You Tube	Video with 3 Tips about Marketplace
and Your Taxes	video	Coverage and Your Taxes
When You File Taxes: Be Ready	Drop in article	Explains what needs to be done if you
With Your Marketplace		had coverage through the Marketplace
<u>Information</u>		when filing your 2014 taxes.
When You File Taxes: Be Ready	Drop in article	Explains what needs to be done if you
With Your Marketplace		had coverage through the Marketplace
Information (Spanish)		when filing your 2014 taxes (Spanish)
No Health Coverage in 2014? What	Drop in article	Explains what needs to be done when
That Means for Your Taxes		filing your taxes if you did not have
		health coverage for all or part of the
		year
No Health Coverage in 2014? What	Drop in article	Explains what needs to be done when
That Means for Your Taxes		filing your taxes if you did not have
(Spanish)		health coverage for all or part of the
		year (Spanish)
Marketplace Coverage & Your	Infographic	Infographic about three tips to filing
<u>Taxes</u>		your taxes
Marketplace Coverage & Your	Infographic	Infographic about three tips to filing
Taxes (Spanish)		your taxes (Spanish)
Lowest Cost Bronze Plan Tax Tool	Tax Tool	Use this tool if you're seeking an
		exemption from health coverage for
		anyone in your family. You may need to
		know the monthly premium for the
		lowest cost Bronze plan available to you
		in 2014
Second Lowest Cost Silver Plan Tax	Tax Tool	Use this tool If you or a family member
Tool		had a Marketplace plan in 2014 and you
		need to complete IRS Form 8962 when
		you file your 2014 federal income tax

		return
1095a Coverage Page	Cover Page	Sample cover page for 1095as
Getting Ready for Tax Season	PowerPoint	This presentation provides an overview of the connections between Health Insurance Marketplace coverage and Federal income taxes.
Shared responsibility payment & exemptions information	Website	This website contains information on Exemptions, including presentations, tips, charts, and FAQs.

#### **EMPLOYER AND SHOP INFORMATION**

# SHOP Marketplace Webinars

The Centers for Medicare & Medicaid Services (CMS) is offering a webinar series for small business employers, agents and brokers, assisters and other interested stakeholders about important changes in the Small Business Health Options Program (SHOP). The presentation will focus on the federally-run SHOP Marketplace, and subject matter experts will be on hand to take questions following the presentation.

Remember, SHOP is open year round.

The webinar will be offered every Tuesday from 2:00 to 3:00 p.m. through February 24, 2015. See the full schedule <u>here</u>, or use one of the links listed below to sign up for a webinar. You can also sign up for updates on the SHOP Marketplace at: <u>www.hlthc.re/SHOPsignup</u> or at https://www.healthcare.gov/small-businesses/.

- 2/17/15 2:00-3:00 p.m. EST/ Sign up here: https://goto.webcasts.com/starthere.jsp?ei=1049208
- 2/24/15 2:00-3:00 p.m. EST / Sign up here: <a href="https://goto.webcasts.com/starthere.jsp?ei=1049213">https://goto.webcasts.com/starthere.jsp?ei=1049213</a>

#### SOCIAL MEDIA UPDATES NEWS AND UPDATES

Today marks the 2 day countdown to the end of Open Enrollment. Below you will find a number of different resources to help spread the word in the coming days.

#### #GetCovered Resources include:

 New: Deadline Driven Content, including <u>new graphics</u> as well as sample tweets and posts.

- New: #GetCovered Stories to share, including one in Spanish.
- State Specific Graphics for FFM States highlighting the % of current consumers that can get coverage for \$100 or less.
- Upcoming Online Engagement Calendar Events opportunities to amplify or participate in throughout the week, including a <u>#GetCovered Thunderclap</u>.

#### Deadline Driven Content

Graphics: Click here to download deadline-related graphics to share.

- SHARE: You only have [# Days] to #GetCovered for 2015. Don't delay! Visit
   @HealthCareGov today! <a href="http://l.usa.gov/16GT4jk">http://l.usa.gov/16GT4jk</a> [ATTACH COUNTDOWN GRAPHIC]
- [# Days]! You only have until February 15th to #GetCovered. Enroll now. http://l.usa.gov/16GT4jk [ATTACH COUNTDOWN GRAPHIC]
- Help us spread the word! There are only [# Days] left to #GetCovered! http://1.usa.gov/16GT4jk [ATTACH COUNTDOWN GRAPHIC]
- This is it act now! You only have [# Days] left to enroll. #GetCovered today at @HealthCareGov! <a href="http://l.usa.gov/16GT4jk">http://l.usa.gov/16GT4jk</a> [ATTACH COUNTDOWN GRAPHIC]
- Join the millions & #GetCovered! <a href="http://1.usa.gov/16GT4jk">http://1.usa.gov/16GT4jk</a>
   jÚnete a los millones y obtén cobertura #Asegúrate! <a href="http://1.usa.gov/1zD7qKW">http://1.usa.gov/1zD7qKW</a>
- Don't wait! Your last chance for 2015 coverage enroll by Feb 15<sup>th</sup> at @HealthCareGov. #GetCovered <a href="http://l.usa.gov/16GT4jk">http://l.usa.gov/16GT4jk</a>
   iNo esperes! Tu última oportunidad para cobertura en 2015: Inscríbete en @CuidadoDeSalud antes del 15 de febrero. #Asegúrate <a href="http://l.usa.gov/1zD7qKW">http://l.usa.gov/1zD7qKW</a>
- Get affordable health insurance at @HealthCareGov! #GetCovered <u>http://1.usa.gov/16GT4jk</u>
   Puedes obtener un seguro médico a un precio económico, visita @CuidadoDeSalud. #Asegúrate http://1.usa.gov/1zD7qKW
- <u>.@HealthCareGov</u> has many affordable options. Find out if you qualify today.
   #GetCovered <a href="http://1.usa.gov/16GT4jk">http://1.usa.gov/16GT4jk</a>
   <u>.@CuidadoDeSalud</u> tiene muchas opciones económicas. Averigua hoy si calificas.
   #Asegúrate <a href="http://1.usa.gov/1zD7qKW">http://1.usa.gov/1zD7qKW</a>
- 8 in 10 current Marketplace consumers can get coverage for \$100 or less after tax credits. #GetCovered <a href="http://1.usa.gov/16GT4jk">http://1.usa.gov/16GT4jk</a>
   8 de cada 10 personas afiliadas al Mercado pueden obtener cobertura por \$100 o menos después de los créditos fiscales. #Asegúrate <a href="http://1.usa.gov/1zD7qKW">http://1.usa.gov/1zD7qKW</a>
- Do you, or someone you know, still need to get coverage for 2015? Visit
   @HealthCareGov today! #GetCovered <a href="http://l.usa.gov/16GT4jk">http://l.usa.gov/16GT4jk</a>
   ¿Tu o alguien que conoces todavía no tiene cobertura para 2015? ¡Visita hoy
   @CuidadoDeSalud! #Asegúrate <a href="http://l.usa.gov/lzD7qKW">http://l.usa.gov/lzD7qKW</a>

- Help spread the word: Last chance for 2015 coverage Feb 15th. Visit @HealthCareGov today! #GetCovered <a href="http://1.usa.gov/16GT4jk">http://1.usa.gov/16GT4jk</a>
   Ayuda a correr la voz: el 15 de febrero es la última oportunidad para obtener cobertura en 2015: ¡Visita @CuidadoDeSalud hoy! #Asegúrate <a href="http://1.usa.gov/1zD7qKW">http://1.usa.gov/1zD7qKW</a>
- Got Covered? Share to Spread the Word: <a href="http://l.usa.gov/16GT4jk">http://l.usa.gov/16GT4jk</a>. #GetCovered
   ¿Obtuviste cobertura? Comparte y corre la voz. #Asegúrate <a href="http://l.usa.gov/1zD7qKW">http://l.usa.gov/1zD7qKW</a>
- Get a move on! Your last chance for 2015 coverage: February 15<sup>th</sup>.
   <a href="http://1.usa.gov/16GT4jk.">http://1.usa.gov/16GT4jk.</a> #GetCovered
   ¡Entra en acción! Tu última oportunidad para cobertura en 2015: el 15 de febrero.
   #Asegúrate http://1.usa.gov/1zD7qKW
- Share by Feb 15 to Help Someone #GetCovered. <a href="http://1.usa.gov/16GT4jk">http://1.usa.gov/16GT4jk</a>
  Comparte antes del 15 de febrero y ayuda a alguien a obtener cobertura #Asegúrate:

http://1.usa.gov/1zD7qKW

**New #GETCOVERED Stories** 

Emily of Pennsylvania (Link to Video; Link to Graphic)

- Emily loves to farm. It's her passion. Having health insurance means peace of mind for her and her dream. http://bit.ly/1HLEDLc #GetCovered
- "Overall, it is a policy that works well for young people." –Emily describes what it means to #GetCovered: http://bit.ly/1HLEDLc
- The Marketplace gives young people like Emily the security of health coverage and the freedom to pursue a passion: <a href="http://bit.ly/1HLEDLc">http://bit.ly/1HLEDLc</a>
- Having affordable health insurance makes Emily's dream sustainable. She can pursue her passion without worry. http://bit.ly/1HLEDLc #GetCovered

Nathan of Virginia (Link to Video; Link to Graphic)

- No one can be denied health coverage because a pre-existing condition. It means Nathan is covered today. http://bit.ly/1HLG6kA #GetCovered
- "That is an incredible relief on my personal finances." –Nathan, on finding affordable coverage in the Marketplace. <a href="http://bit.ly/1HLG6kA">http://bit.ly/1HLG6kA</a>
- Nathan is free from the burden of health care costs with his new coverage. Follow his lead and #GetCovered today: <a href="http://bit.ly/1HLG6kA">http://bit.ly/1HLG6kA</a>
- It's an "incredible relief" for Nathan to have affordable health coverage. Watch his #GetCovered story: <a href="http://bit.ly/1HLG6kA">http://bit.ly/1HLG6kA</a>

John of Texas (Link to Video)

- ¡Únete a John y a los millones con cobertura de salud. Asegúrate hoy. #GetCovered! http://bit.ly/1latljZ #Asegúrate
- Únete a John y explora tus opciones de cobertura en <u>Cuidadodesalud.gov</u>: <a href="http://bit.ly/1latliz">http://bit.ly/1latliz</a> #Asegúrate
- ¿Tu o alguien que conoces todavía no tiene cobertura para 2015? ¡Visita hoy Cuidadodesalud.gov! http://bit.ly/1latljZ #Asegúrate
- Corre la voz para que otros no se pierdan de la oportunidad. ¡Visita hoy Cuidadodesalud.gov! http://bit.ly/1latljZ #Asegúrate

You can also visit the #GetCovered: My Story page for additional links and content.

State Specific Content

Graphics: Click here to download deadline-related graphics to share.

Content: Sample tweets to share

- FACT: [Insert %] of current consumers in [State] can #GetCovered for \$100 or LESS!
   Enroll by 2/15 for 2015 Coverage: [IMAGE]
- Attention [State Demonym]! [Insert %] of current consumers here in [State] can #GetCovered for \$100 or LESS! [IMAGE]
- Don't delay, [State Demonym]! [Insert %] of current consumers here in [State] can #GetCovered for \$100 or LESS! [IMAGE]
- [Insert %] of current consumers in [State] can #GetCovered for \$100 or LESS! Find affordable coverage and #GetCovered today: [IMAGE]

**Upcoming Online Engagement Calendar Events** 

Friday – February 13<sup>th</sup> <u>#GetCovered Thunderclap</u>

When: Fri – Feb 13<sup>th</sup> at 2pm EST

Details: Join the #GetCovered Thunderclap to help spread the word in the final days of Open Enrollment. Click here to sign up & donate your account today & help spread the word so that we can make an impact nationwide. Link to Thunderclap: <a href="http://bit.ly/1xBiRPa">http://bit.ly/1xBiRPa</a>.

#### Sample Promo Content:

 Join the #GetCovered Thunderclap! Make sure your friends and loved ones know the deadline to enroll is Feb. 15. http://bit.ly/1xBiRPa

- Help us spread the word to #GetCovered. Join the @HHSgov Thunderclap! Help someone you know #GetCovered2015 <a href="http://bit.ly/1xBiRPa">http://bit.ly/1xBiRPa</a>
- Make sure your friends know the deadline to #GetCovered is here! Join this Thunderclap and spread the word! <a href="http://bit.ly/1xBiRPa">http://bit.ly/1xBiRPa</a>

### HHS BLOG POSTS ABOUT THE AFFORDABLE CARE ACT AND HEALTHCARE.GOV

Blog post from Friday, February 13

Title: Historia #ObténCobertura #GetCovered de John: Cómo sentirse seguro

Link: <a href="http://www.hhs.gov/healthcare/facts/blog/2015/02/john-get-covered-story-es.html">http://www.hhs.gov/healthcare/facts/blog/2015/02/john-get-covered-story-es.html</a>

Blog post from Wednesday, February 11

Title: Open Enrollment Week 12: January 31, 2015 – February 6, 2015

Link: http://www.hhs.gov/healthcare/facts/blog/2015/02/open-enrollment-week-twelve.html

Blog post from Tuesday, February 10

Title: The Affordable Care Act: Closing the Gap When It Comes to Health Care

Link: http://www.hhs.gov/healthcare/facts/blog/2015/02/aca-closing-gap-when-it-comes-

health-care.html

Blog post from Wednesday, February 4

Title: Last chance for 2015 coverage

Link: https://www.healthcare.gov/blog/last-chance-for-2015-coverage/

#### WHITE HOUSE UPDATES ABOUT THE AFFORDABLE CARE ACT AND HEALTHCARE.GOV

Blog post from Thursday, February 12

Title: President Obama, a Selfie Stick, and Healthcare.gov

Link: http://www.whitehouse.gov/blog/2015/02/12/president-obama-selfie-stick-and-

healthcaregov

Blog post from Wednesday, February 11

Title: The Faces of Healthcare: Susanne C.

Link: http://www.whitehouse.gov/blog/2015/02/11/faces-health-care-susanne-c

Blog post from Tuesday, February 10 Title: The Faces of Healthcare: Naomi R.

Link: http://www.whitehouse.gov/blog/2015/02/10/faces-health-care-naomi-r

Blog post from Monday, February 9
Title: The Faces of Healthcare: Don K.

Link: http://www.whitehouse.gov/blog/2015/02/09/faces-health-care-don-k

Blog post from Saturday, February 7

Title: The Faces of Healthcare: Christopher T.

Link: <a href="http://www.whitehouse.gov/blog/2015/02/07/faces-health-care-christopher-t">http://www.whitehouse.gov/blog/2015/02/07/faces-health-care-christopher-t</a>

Blog post from Friday, February 6

Title: Dr. Jill Biden Wants You to Get Covered

Link: http://www.whitehouse.gov/blog/2015/02/06/dr-jill-biden-wants-you-get-covered

Blog post from Friday, February 6

Title: The Faces of Healthcare: Christopher S.

Link: <a href="http://www.whitehouse.gov/blog/2015/02/06/faces-health-care-christopher-s">http://www.whitehouse.gov/blog/2015/02/06/faces-health-care-christopher-s</a>

-CMS Office of Communications, Partner Relations Group