

Health Insurance Marketplace

MARKETPLACE OPEN ENROLLMENT THEME WEEK TOOLKIT

“GIVE THE GIFT OF HEALTH CARE” WEEK OF ACTION DECEMBER 22, 2024 – DECEMBER 28, 2024

This document contains Talking Points, 5 Things Consumers Need to Know, and a Social Media Toolkit and Graphics for partners to use when educating consumers about the Health Insurance Marketplace Open Enrollment Period.

Please visit our [Reference Sheet](#) for resources to help promote the Marketplace Open Enrollment Period to people in your community who need to enroll in health insurance.

Talking Points for “Give the Gift of Health Care” Week of Action:

- The holiday season is a reason for giving and celebrating life, family, friends, and ourselves. However, the best present is prioritizing your health this holiday season. As we take time to celebrate these important things, let's make sure to take care of our health.
- We encourage all families who need health coverage to visit [HealthCare.gov](#) to find the coverage that fits their health needs and budgets.
- As we enter the final weeks of the Open Enrollment Period, we want to make sure that you and your loved ones sign up for health coverage by the January 15 enrollment deadline.
- After January 15 you will only be able to enroll in a 2025 health coverage plan if you've had certain life events, including losing health coverage, moving, getting married, having a baby, or adopting a child.
- Thanks to the Inflation Reduction Act and the American Rescue Plan, quality health coverage will continue to be even more affordable and accessible for the fourth year in a row.
 - 4 in 5 [HealthCare.gov](#) customers are able to find health coverage for \$10 or less per month with financial help.
- All Marketplace plans on [HealthCare.gov](#) are comprehensive and must cover 10 essential health benefits, from emergency services to preventive wellness services, mental health, substance use services, and prescription drugs.
- Use this holiday season to remind your loved ones and friends to share their family health history and check out their plan options on [HealthCare.gov](#).
- Consumers who want to enroll in health coverage and see if they qualify for more affordable premiums can also visit [HealthCare.gov](#) or call the Marketplace Call Center at 1-800-318-2596. TTY users can call 1-855-889-4325. Help is available in over 200 languages.

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- To find local help from a Navigator or certified application counselor, or to be contacted by a Marketplace-registered agent or broker, consumers should go to [HealthCare.gov/health-care/finding-local-help/](https://www.healthcare.gov/health-care/finding-local-help/).
- Have a happy holiday season!

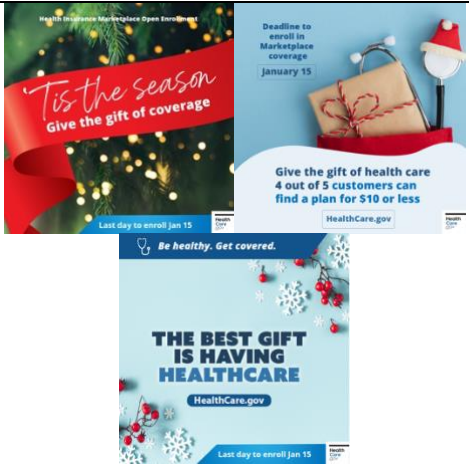
5 Things Consumers Need to Know about Marketplace Open Enrollment:

1. **Key Dates!** The Marketplace Open Enrollment at [HealthCare.gov](https://www.healthcare.gov) runs from November 1 to January 15. Consumers who want health coverage starting January 1 should enroll in coverage by December 15. Consumers must enroll by January 15 to have coverage that starts on February 1. Otherwise, consumers will need to qualify for a Special Enrollment Period to enroll in a Marketplace plan.
2. **Coverage is Affordable!** Thanks to a new law from 2022, the Inflation Reduction Act (IRA), more people qualify for help purchasing quality health coverage. If you have looked for health coverage before, it is worth a second look:
 - 4 out of 5 [HealthCare.gov](https://www.healthcare.gov) customers will be able to find a plan for \$10/month or less with financial help.
 - With the IRA, millions of people will continue to qualify for tax credits that lower their premiums.
3. **Quality Plans!** The Marketplace offers quality, comprehensive health insurance plans that provide coverage for doctor visits, emergency care, behavioral health care, preventive care, hospital care, maternity care, and prescription drugs.
 - There are also new plan options that offer similar benefit designs and more pre-deductible services.
4. **Help is Available!** Consumers can access Navigators and other assisters in every state on the Marketplace. To find local help go to [HealthCare.gov/health-care/finding-local-help/](https://www.healthcare.gov/health-care/finding-local-help/).
5. **Sign Up for Coverage!** All consumers shopping for health insurance coverage — even those who currently have coverage through the Marketplace — should enroll or re-enroll by logging in to [HealthCare.gov](https://www.healthcare.gov) and [CuidadodeSalud.gov](https://www.cuidadodesalud.gov) or call 1-800-318-2596 (TTY is 855-889-4325) to fill out an application and enroll in a Marketplace plan. Free help is available 24 hours a day/ 7 days a week, and assistance is available in over 200 languages.

Social Media Toolkit and Graphics:

Give the Gift of Health Care Week of Action		
POST DATES	POST COPY	GRAPHICS
Dec 22 nd - Dec 28 th	Give yourself the gift of health care coverage by enrolling in a HealthCare.gov plan, which includes essential benefits like preventive services and prescriptions. #GetCovered today and get back to	

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	<p>your holiday celebrations. https://www.healthcare.gov/get-coverage #MarketplaceOE</p> <p>'Tis the season to enroll in 2025 health coverage. 4 out of 5 customers can continue to find a HealthCare.gov plan for \$10 or less a month. #GetCovered — Enroll by January 15. Final deadline. https://www.healthcare.gov/get-coverage #MarketplaceOE</p> <p>If it's not on your holiday shopping list, health insurance should be! Don't miss out on a 2025 health plan that covers essential benefits like primary & emergency care, & prescriptions. #GetCovered & give yourself the gift of health care: https://www.healthcare.gov/get-coverage #MarketplaceOE</p>	
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