

Health Insurance Marketplace

MARKETPLACE OPEN ENROLLMENT THEME WEEK TOOLKIT

“HEALTH AND WELLNESS” WEEK OF ACTION DECEMBER 29, 2024 – JANUARY 4, 2025

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 “Health and Wellness” Week of Action:

- The New Year is a time to make healthy life changes! Make a resolution to take care of your health by applying for and enrolling in health coverage through [HealthCare.gov](#).
- Before you ring in the new year, make a new year's resolution to be healthy and get covered for 2025. Use this week before the New Year starts to check out your health plan options on [HealthCare.gov](#) and enroll in a 2025 Marketplace plan.
- Finding affordable health coverage is an easy resolution to fulfill and will help you access the care you need throughout the year, and we want you to find health insurance that best fits your budget and meets your needs by visiting <https://finder.healthcare.gov/>.
- Due to the Inflation Reduction Act and the American Rescue Plan, quality health coverage continues to be even more affordable and accessible.
- 4 in 5 [HealthCare.gov](#) customers can find a plan 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.
- Consumers who want to enroll in health coverage should 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.
- 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/find-local-help](#).
- Be safe and have a healthy New Year!

Health Insurance Marketplace

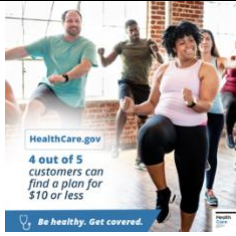
5 Things Consumers Need to Know about Marketplace Open Enrollment:

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/find-local-help](https://www.healthcare.gov/find-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:

Health and Wellness Week of Action		
POST DATES	POST COPY	GRAPHICS
Dec 29 th – Jan 4 th	<p>This New Year's resolve to #GetCovered by a quality Marketplace health plan. With financial help, most customers can find coverage for \$10 or less a month. Enroll by Jan. 15. Final deadline.</p> <p>https://www.healthcare.gov/get-coverage</p> <p>#MarketplaceOE</p> <p>Prioritize your health in 2025. Healthcare.gov can help by offering quality and affordable plans. 4 out of 5 customers receive tax credits to lower their</p>	

Health Insurance Marketplace

	<p>monthly premiums. #GetCovered: https://www.healthcare.gov/get-coverage #MarketplaceOE</p>	
	<p><input checked="" type="checkbox"/> Mind <input checked="" type="checkbox"/> Body</p> <p>Comprehensive means your mind and body are covered!</p> <p>Mental health services, including counseling & therapy, as well as primary care, are essential benefits covered by ALL Marketplace plans. Enroll today & #GetCovered: https://www.healthcare.gov/get-coverage #MarketplaceOE</p>	