

# Health Insurance Marketplace

## MARKETPLACE OPEN ENROLLMENT THEME WEEK TOOLKIT

### HEALTH CENTERS WEEK OF ACTION DECEMBER 8, 2024 – DECEMBER 14, 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 Health Centers Week of Action:

- Health centers deliver primary health care to the nation's underserved individuals and families, including 24.7 million people who are uninsured or covered by Medicaid and/or Medicare, 1.4 million people experiencing homelessness, and more than 9.7 million rural residents.
- The Health Resources & Services Administration (HRSA) Health Center Program is a cornerstone of our country's health care system, especially for individuals and families who are uninsured; enrolled in Medicaid; living in rural, remote, or underserved areas; struggling to afford their health insurance co-pays; experiencing homelessness; residing in public housing; or otherwise having difficulty finding a doctor or paying for the cost of care.
- Today, more than 31 million people receive care at approximately 1,400 HRSA-funded health centers across nearly 15,500 service sites.
- Health centers can help those in their communities enroll in insurance coverage through the Health Insurance Marketplace. To find a health center near you visit: <https://findahealthcenter.hrsa.gov/>.
- Health centers are encouraged to promote their enrollment assistance services by hosting special community enrollment events during Health Centers Week of Action from December 8-14.
- Consumers who want to enroll in health coverage and see if they qualify for more affordable premiums can visit [HealthCare.gov](https://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 visit [HealthCare.gov/find-local-help](https://HealthCare.gov/find-local-help).

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## 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 are 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 Centers Week of Action		
POST DATES	POST COPY	GRAPHICS
Dec 8 <sup>th</sup> - Dec 14 <sup>th</sup>	A healthy you is a happy you! Marketplace plans have the essentials covered for your next health center visit, including primary care, prescriptions, and more, at no cost. Enroll today and #GetCovered! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE	
	4 out of 5 customers can find a HealthCare.gov plan for \$10 or less a month. Don't wait to #GetCovered by quality, affordable health coverage — Enroll today! <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE	
	Protect your health with 2025 coverage. All HealthCare.gov plans cover essential benefits like preventive services and prescriptions. Apply by Dec	

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	15 <sup>th</sup> and #GetCovered starting on Jan 1. <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE	
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