

# Health Insurance Marketplace

## MARKETPLACE OPEN ENROLLMENT THEME WEEK TOOLKIT

### MEN'S WEEK OF ACTION

DECEMBER 15, 2024 – DECEMBER 21, 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 Men's Week of Action:

- As we enter the final weeks of the Open Enrollment Period, we want to make sure men sign up for health coverage by the January 15 enrollment deadline.
- After January 15, consumers will only be able to enroll in health coverage if you've had certain life events, including losing health coverage, moving, getting married, having a baby, or adopting a child.
- This new year is a great time to talk about Men's health and encourage the men in your life to sign up for health care coverage on [HealthCare.gov](#).
- Thanks to the Inflation Reduction Act, quality health coverage will continue to be affordable and accessible. 4 out of 5 customers can find plans for \$10 a month or less with financial help.
- We encourage men that do not receive health coverage through their employer or are looking for more affordable health care coverage for either themselves or their family to visit [HealthCare.gov](#), and review their options. Don't wait until you are sick or get in an accident to get coverage. Your health is too important!
- All Marketplace plans are comprehensive and must cover 10 essential health benefits, from emergency services to preventive wellness services, mental health, substance use services, and prescription drugs.
- DON'T WAIT! Get started today! 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 visit [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 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:

Men's Week of Action		
POST DATES	POST COPY	GRAPHICS
Dec 15 <sup>th</sup> - Dec 21 <sup>st</sup>	<p>Thought you couldn't afford health insurance? Now you can. Most people qualify for financial help. Discover the different plans available and enroll by January 15th for 2025 coverage!  <a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a>            #GetCovered #MarketplaceOE</p> <p>This #MarketplaceOE many people will continue to qualify for financial help. 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></p> <p>A healthy you is a happy you. All HealthCare.gov plans cover ten essential health benefits, including wellness visits, preventive services, and more, at no cost. Enroll before the final January 15 deadline and #GetCovered!</p>	

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	<a href="https://www.healthcare.gov/get-coverage">https://www.healthcare.gov/get-coverage</a> #MarketplaceOE	
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