

Digital Toolkit Open Enrollment 2018

Health care coverage is an essential component of healthy communities, where all individuals reach their highest potential for health. Nearly 12 million Americans enrolled in 2018 health coverage through the Health Insurance Marketplaces.

Open enrollment for 2019 coverage through the marketplaces will run from November 1, 2018, to December 15, 2018. This is an opportunity to help individuals in all communities get covered for next year – either by re-enrolling in coverage or enrolling for the first time. America’s hospitals and health systems have long helped connect consumers with health coverage and will continue to do so as open enrollment gets underway.

If you have any questions about Open Enrollment messaging, please contact Emily Gustafson (egustafson@aha.org) or Samantha Dean (sdean@aha.org).

Sample Messages

- Do you have phone insurance? What about car insurance? Then why not health insurance? It’s easy, low cost and will help you stay healthy. Visit healthcare.gov for more info.
- Do you have phone insurance? What about car insurance? Then why not health insurance? It’s easy, low cost and will help you stay healthy, so you can continue to live awesome <https://www.youtube.com/watch?v=xN8c7ZE06nU>
- Open enrollment begins November 1. Start planning now! <https://www.healthcare.gov/> #GetCovered
- An essential component of a thriving #economy is a #healthy #community www.aha.org/getcovered #HealthCare #Marketplace
- In the U.S., health insurance coverage has a direct correlation with greater productivity and healthier communities www.aha.org/getcovered
- #Subsidies assist families with low & moderate incomes in purchasing health insurance www.aha.org/getcovered
- Access to health insurance improves #health, well-being and finances, all of which contribute to a healthy #economy www.aha.org/getcovered
- Affordable health insurance is essential to improving the health of any community www.aha.org/getcovered
- Open enrollment is here! Go to www.aha.org/getcovered for more information #GetCovered #StayCovered
- Check out www.aha.org/getcovered for resources to help communities make the upcoming year the healthiest yet #GetCovered
- Health coverage is a vital component of achieving the highest potential for health. Visit www.aha.org/getcovered
- #Hospitals are helping people #getcovered & #staycovered – go to www.aha.org/getcovered for more information
- Picking the health insurance plan that’s right for you isn’t always easy. This @CMSgov explainer can help: <https://marketplace.cms.gov/technical-assistance-resources/training-materials/insurance-coverage-key-terms.pdf>
- Open Enrollment has officially begun! Check out this video on why it’s important to #GetCovered: https://www.youtube.com/watch?time_continue=8&v=Pwladcv2AdE

- Looking for help on understanding health insurance? Here's a great explainer: <https://marketplace.cms.gov/technical-assistance-resources/training-materials/insurance-coverage-key-terms.pdf>
- Health insurance plans change year to year, so make sure to compare your plan and see what else is available #GetCovered <https://www.healthcare.gov/keep-or-change-plan/>
- La cobertura de salud lo ayuda a vivir una vida chevere: visite HealthCare.gov para elegir cobertura de salud, renueve su seguro medico o elija un nuevo plan. Para que su cobertura de seguro medico nueva o renovada comience el 1 de enero, debe inscribirse o cambiar de plan antes del 15 de diciembre. <https://www.youtube.com/watch?v=ZKzG9-zSacc>

Tools and Resources

- More information –
 - www.aha.org/getcovered
 - www.healthcare.gov

Share Graphics



Open Enrollment:

- ✓ Nov. 1 - Dec. 15
- ✓ Financial help is available to those who need it
- ✓ There is free, in-person assistance in your area

ENROLL NOW!

Open enrollment is easy, low cost
& will help you stay healthy.

Visit healthcare.gov for more info.



American Hospital
Association®