



Massachusetts Community Health Centers

the future of health care started here

Outreach & Enrollment Media & Messaging Toolkit

With significant deadlines approaching for Open Enrollment 2017, the League has updated media and messaging content for Massachusetts community health centers as they work to communicate important information about health insurance enrollment to their patients. The enclosed messaging is organized around key drivers of action: value, affordability, convenience and deadlines. Promoting the benefits of coverage, encouraging members to shop and compare plans, highlighting free and convenient in-person assistance, providing reminders about important deadlines, and encouraging patients to promptly report life changes that may impact their eligibility – all are effective ways to reach patients.

This Toolkit includes:

Messaging and Social Media Content

Messaging and Outreach Strategies

Sample Articles for Blogs, Emails, Newsletters

Sample Text for Outreach & Enrollment Webpages

Sample Social Media Content

TWITTER HANDLES

State Organizations

[@MassLeague](#) – Massachusetts League of Community Health Centers

[@HealthConnector](#) –MA Health Connector

[@MassHealth](#)—MassHealth

Federal Organizations

[@NACHC](#) – National Association of Community Health Centers

[@HealthCareGov](#)—HealthCare.gov

[@MSGov](#)—The Centers for Medicare & Medicaid Services (CMS)

[@EnrollAmerica](#)—Enroll America

HASHTAG DEFINITIONS

#MassCHCs – Massachusetts Community Health Centers

#CHCs – Community Health Centers

#Enrollment365

TWEETS

Posting links on Twitter: Twitter requires posts be limited to 140 characters. The below links will automatically be shortened.

Adding photos: Twitter's website allows you to upload photos to a tweet by clicking the camera icon at the bottom right. Once you've uploaded the photo, a link will appear along with a preview of the image. Do not delete the link, as that will also delete the image.

General Awareness

#MassCHCs do outreach & enrollment all year long. Follow @MassLeague & @yourCHC to get all the latest info #Enrollment365

Need health insurance? You may still be able to get health coverage. Apply, get more info and find in person help

Ask us about open enrollment for health coverage—we're here to help! @yourCHC [@HealthConnector](#)

Apply for MassHealth 24-7-365! MAHealthConnector.org [@MassHealth](#)

Lots of events this month. Find one near you: <http://www.massleague.org/Calendar/Calendar.php>
#MassCHCs

Keep your smile bright! Get Dental Coverage today <https://www.mahealthconnector.org/learn/plan-information/dental-coverage>

November 1st, 2016 –Open Enrollment Begins

#MassCHCs are available to help you get health coverage. Find your local #CHC @MassLeague:
<http://massleague.org/findahealthcenter/>

#CHCs make communities healthier. Get health insurance now to get healthy and stay well
[@HealthConnector](#) @yourCHC

#CHCs offer lots of healthcare services and can help you avoid hefty ER bills
<http://massleague.org/Patients/AboutHealthCenters/English.php> @yourCHC

Need help finding affordable health coverage that fits you and your family's needs? Ask us - we can help! Help is free, confidential and we speak your language

During #OpenEnrollment it is important to compare health plans available to you – look at cost, provider network, rx coverage. More info and help [@HealthConnector](#)

Reminders about Reporting Changes

Household composition changes

- Getting married
- Birth/Adoption

Income/job changes

- Get a new job? Congratulations! Call us today to learn how it may impact your current health insurance coverage.

Turning 26

Graduating

Moving/change in residency

FACEBOOK PAGES

[Mass. League of Community Health Centers](#)
[National Association of Community Health Centers](#)

[MA Health Connector](#)

FACEBOOK POSTS

***Posting a link to Facebook:** After pasting the link into the text box, a preview of the link will show up below the post text. You can select which photos to use and edit descriptions of the hyperlinked page. Once the preview shows up, you can delete the link from the text box – the preview will be clickable for Facebook users to visit the selected page.*

***Adding photos:** Facebook's website allows you to upload photos to a post by clicking the camera icon at the bottom left. Once you've uploaded the photo, a link will appear along with a preview of the image. Do not delete the link, as that will also delete the image.*

Leading Up to Open Enrollment

Call your local community health center today to make an appointment to get help applying for health coverage <http://massleague.org/findahealthcenter/>

#MassCHCs are at events in your community! From farmers' markets to health fairs, find one near you! <http://www.massleague.org/Programs/OutreachEnrollment>

Ask us about your health coverage—we're here to help!

Do you have questions about your @MassHealth coverage? We're here to help! Call us today to make an appointment.

Did you get a letter from the Health Connector about your health coverage? We can help make sure you get the coverage you need. Call us today!

Did you get a letter from @MassHealth? Open it! Need help? Call us today!

Open Enrollment November 1, 2016—January 31, 2017

Need health insurance? We can help you find an affordable plan that fits you and your family. And if you've lost your health coverage, we can help with that too. Just ask. Help is free, confidential and we speak your language.

#OpenEnrollment is when MA residents can apply for and make changes to [@HealthConnector](#) coverage. Find in person help at a #MassCHC in your area <http://massleague.org/findahealthcenter/>

Open Enrollment is here! CHCs across MA are here to help you get health coverage. Find your local CHC through @MassLeague: <http://massleague.org/findahealthcenter/>

More MA residents than ever qualify for financial help for health coverage. See what options are available for you and your family today! www.mahealthconnector.org

#MassCHCs are staffed with over 500 trained enrollment assisters who can help you apply for health coverage. Find one in your neighborhood: <http://www.massleague.org/findahealthcenter/index.php>

Get free, in-person assistance from trained enrollment assisters in your community. Find one closest to you here: <http://www.massleague.org/findahealthcenter/index.php>

Many ConnectorCare plans have premiums that cost less than \$150 a month! Call us to make an appointment to see if you qualify for savings on your health insurance www.mahealthconnector.org

Need help finding affordable health coverage that fits you and your family's needs? Ask us. We can help! It's free, confidential and we speak your language.

Health Connector premium payment deadline – 23rd of every month

You must pay your health insurance premium every month. For more information or to pay online, <https://www.mahealthconnector.org/how-to-pay>

Health Insurance Tips

Your new health coverage offers many free preventive services to keep you healthy! Call us today to learn more.

It's important to see your primary care provider before you get sick. Call today to schedule your yearly well-visit. Need a doctor? Don't worry – we can help!

Your health insurance can help keep you healthy. Ask your doctor if you're up to date on all preventative screenings.

SAMPLE EMAIL SIGNATURE

Open Enrollment for health coverage through the [Massachusetts Health Connector](#) ends on January 31, 2017. Click [here](#) for more information.

SAMPLE TEXT FOR OUTREACH & ENROLLMENT WEBPAGE

Many individuals and families can get help paying for health coverage. Our trained and certified staff are here to answer your questions and help you apply for:

- [MassHealth](#)
- [The Health Safety Net](#)
- [ConnectorCare and other health insurance through the Health Connector](#)

Call us today to make an appointment.

It is helpful to have information about you and the people in your household who are applying for health coverage. Once you have an appointment, please collect:

- Dates of birth for all household members
- Social security numbers for all household members (if they have one)
- Immigration documents for all household members who are non-U.S citizens
- A copy of your most recent federal tax return. If you did not file taxes, bring information about how much money you make now or a recent paystub.
- An email address
- A home or mailing address

Remember: **We can help you apply even if you do not have this information.**

Sample Article (for Blogs, Emails, Newsletters & More)

Open Enrollment for Health Insurance Coverage Starts November 1 **Friendly Community Health Center is ready to help**

If you or any of your family members are in need of health insurance, there's good news. Open enrollment for health insurance across Massachusetts begins on Tuesday, November 1, 2017 – and we can help.

Massachusetts' 50 community health centers, including **Friendly Community Health Center**, have nearly 500 outreach and enrollment staff ready to help you find the right plan that fits both your health needs and your budget. Whether it's coverage through the Massachusetts Health Connector or the state's Medicaid MassHealth program, all plans cover doctor visits, hospital stays, prescription drugs, immunizations, health screenings and more.

Last year, hundreds of thousands of Massachusetts residents received financial help to lower the cost of their health insurance, and you could too. Plans and prices change every year, so check out your options. Even if you already have insurance through the Massachusetts Health Connector or if you've looked before, there may be new options this year that work better for your needs and budget. You may also qualify for more financial assistance. As many members may experience an increase in their monthly health coverage premium, this year it is important that all members review the health plan options available to them so that they can make sure they are selecting the plan that works best for their financial, mental and physical health. Find out if you qualify for tax credits or subsidies that can lower your premiums and reduce your out-of-pocket expenses, including co-pays for doctors' visits and prescription drugs. And if your income is very low, you may qualify for free or low-cost coverage through the MassHealth program.

Health insurance also helps protect you and your family from the unexpected. Accidents, injuries and illness can happen on any day. When they do, the last thing you need to worry about is how to pay for your health care or taking on medical debt.

Enrolling in health care has never been easier. If you have questions about choosing a plan that's right for you and your family, trained assisters can guide you – at no cost – from beginning to end in the enrollment process. To find an assister near you go to: <http://massleague.org/findahealthcenter/>. To attend enrollment events in your area check: <http://www.massleague.org/Calendar/Calendar.php>.

Don't wait! Open enrollment starts on Tuesday, November 1, 2016 and runs through Tuesday, January 31, 2017. Call **xxx-xxx-xxxx** to make an appointment today at **Friendly Community Health Center** or at a health center near you to get started on the road to health and wellness!