



## Massachusetts Community Health Centers

*the future of health care started here*

### **Media & Messaging Toolkit**

**Open Enrollment: November 1, 2017 – January 23, 2018**

This year's Health Connector Open Enrollment period runs from November 1, 2017 through January 23, 2018. Open Enrollment is the time of year when individuals and families may apply for and enroll in coverage and current members, including ConnectorCare, can renew or switch existing Health Connector coverage for any reason, without needing a qualifying event.

The Open Enrollment period in Massachusetts is distinct and has different deadlines than Federal Open Enrollment Period. In years past, this has caused some confusion and with the continued uncertainty at the federal level, it is even more important to ensure patients and the community have accurate and relevant information about how to access health coverage in Massachusetts, and health centers, play a crucial role in sharing this information. The Health Connector anticipates substantial member movement based on preliminary eligibility redetermination processes and because of premium increases due to elimination of CSR payments, so all members should review their current application, update income, compare options for 2018 coverage as more affordable plans may be available.

#### **Important Dates:**

- November 1, 2017: First date to start shopping and comparing plans at [MAhealthconnector.org](http://MAhealthconnector.org).
- December 23, 2017: Premium due by this date to enroll coverage for January 1, 2018.
- January 1, 2018: The first day of new 2018 coverage. If there have been any changes to program eligibility, January 1 is the date when those changes will start.
- January 23, 2018: Open Enrollment Ends – the last day to apply, enroll and pay for a plan beginning February 1, 2018.

As a reminder, individuals who qualify for MassHealth, are newly eligible for ConnectorCare, are applying for dental coverage or are a member of a federally recognized tribe or Alaska Native shareholder can apply and enroll at any time during the year.

Massachusetts residents can apply online, by phone, on paper or in-person. All of your health centers have trained and certified enrollment assister staff, for a total of just about 500 at health centers across the state, who are preparing to assist with renewals and new applications, conduct patient in reach and community outreach and help educate members on how to best use their coverage.

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. These messages promote the benefits of coverage, encourage members to update information, shop and compare plans, highlight free and convenient in-person assistance, provide reminders about important deadlines, and encourage patients to promptly report life changes that may impact their eligibility – all are effective ways to reach patients.

Messaging that works:

- Financial
- Deadline-driven
- In-person help is easy, free and convenient
- Promoting benefits of coverage

**This Digital & Social Media Kit includes:**

Social Media Content

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

### HASHTAG DEFINITIONS

#MassCHCs – Massachusetts Community Health Centers

#CHCs – Community Health Centers

#OE5—Open Enrollment 2017 – 2018

### 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

Open Enrollment in MA is Nov 1 – Jan 23! Follow [@MassLeague](#) & [@yourCHCs](#) to get all the latest info about applying for 2018 health coverage

Ask us about open enrollment #OE3 for health coverage—we're here to help! [@yourCHC](#)  
[@HealthConnector](#)

Lots of events during Open Enrollment Nov 1–Jan 23! Find one near you:  
<http://www.massleague.org/Calendar/Calendar.php> #MassCHCs

#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](http://MAHealthConnector.org) [@MassHealth](#)

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

Did you get a letter from [MassHealth](#)? Open it! Need help? Call us today!

Keep your smile bright! Get Dental Coverage today [@HealthConnector](#)

### November 1<sup>st</sup>, 2017 –Open Enrollment Begins

Open Enrollment is here! #MassCHCs are here 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

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.

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

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

Help paying for health coverage is still available – apply and compare plans [@HealthConnector](#)

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

Now is the time to get health coverage [@HealthConnector](#) for 2018! Don’t miss the January 23 deadline. Ask us for help

### 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.*

## General Awareness

### 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!

### Open Enrollment November 1, 2017—January 23, 2018

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/>

Help paying for health coverage is still available to MA residents. See what options are available for you and your family today! [www.mahealthconnector.org](http://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 and certified enrollment assisters in your community. Find one in your neighborhood here: <http://www.massleague.org/findahealthcenter/index.php>

Open Enrollment begins November 1<sup>st</sup>! Call your local community health center today to make an appointment to get help applying for health coverage <http://massleague.org/findahealthcenter/>

There are lots of Open Enrollment events happening all across Massachusetts. From farmers' markets to health fairs, find one near you! <http://www.massleague.org/Programs/OutreachEnrollment>

Ask us about open enrollment for 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 for 2018. Call us today!

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/>

Financial help for health coverage is still available. See what you qualify for and what options are available for you and your family today! [www.mahealthconnector.org](http://www.mahealthconnector.org)

Massachusetts community health centers are staffed with over 500 trained and certified enrollment assisters who can help you apply for health coverage. Find one in your neighborhood: <http://www.massleague.org/Programs/OutreachEnrollment>

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

Many ConnectorCare plans have monthly premiums 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](http://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.

NOW is the time to get health coverage for 2018. If you have coverage, update your information and review plan options. If you need coverage, apply before the January 23 deadline. We're here to help!

### **December 23, 2017**

December 23, 2017 is the last day to apply and pay for health coverage beginning January 1, 2018! Call your health center TODAY to make an appointment to get help applying for health coverage or you can apply online here: [www.mahealthconnector.org](http://www.mahealthconnector.org)

### **January 1, 2018**

Happy New Year's Resolution: Make an appointment with a primary care provider!

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

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](http://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 – 23<sup>rd</sup> 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 23, 2018 Visit <https://www.mahealthconnector.org/> 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 bring:

- Identification, like a driver's license or passport, if available
- The birthdates and social security numbers for all members in your household who want to apply, if available
- Immigration documents for all non-U.S. citizens who are applying, if available
- A recent pay stub or a copy of your latest federal tax return
- Home or mailing addresses for everyone in the household who wants insurance, unless they are homeless
- Your e-mail address, if you have one
- Proof of Massachusetts residency, like a utility bill, rental agreement and rent receipt, or a letter from your landlord

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



## **Sample Press Release and Sample Article (for Blogs, Emails, Newsletters & More) will be included as part of the final toolkit.**

### **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 **Wednesday, 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. Don't wait! Open enrollment starts on **Wednesday, November 1, 2017 and runs through Tuesday, January 23, 2018**. Call **xxx-xxx-xxxx** to make an appointment today at **Friendly Community Health Center** to get started on the road to health and wellness!