

The American Nurses Association

Plan Year 2018 Open Enrollment Period for Individual Health Insurance Coverage - Advocacy and Outreach Campaign

Finalized March 2018

Table of Contents

I)	Executive Summary	Page 1
II)	Open Enrollment Team Members	Page 1
III)	Introduction and Background	Page 2
IV)	Advocacy Toolkit	Page 4
V)	Targeted Media Purchases	Page 4
VI)	ANA Social Media Outreach	Page 6
VII)	Local and National Media Outreach	Page 7
VIII)	Appendix A.1 (Sample E-mail)	Page 8
IX)	Appendix A.2 (Key Messaging Document)	Page 9
X)	Appendix A.3 (Frequently Asked Questions)	Page 11
XI)	Appendix A.4 (Sample Social Media)	Page 12

Executive Summary

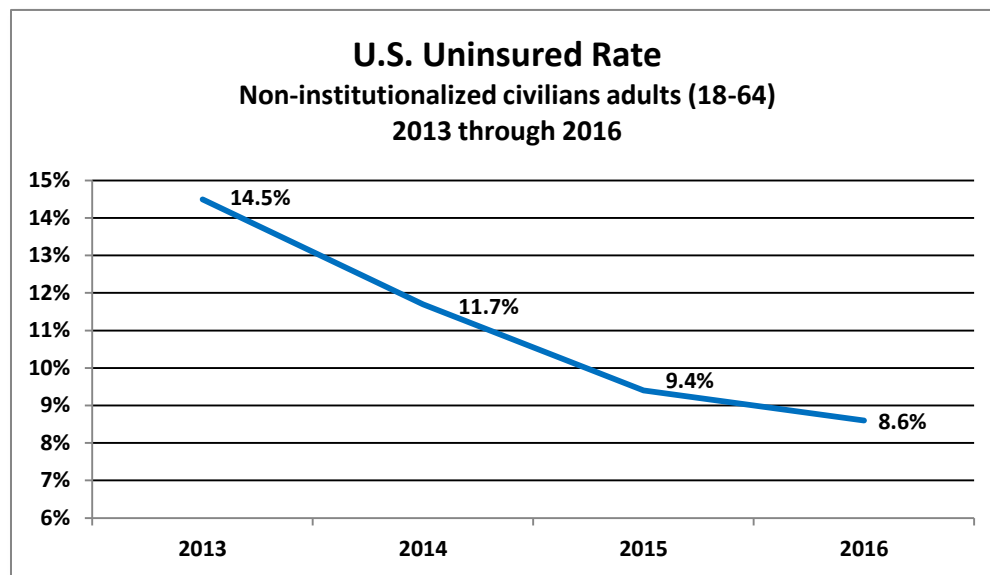
- The Trump administration created serious headwinds for the 2018 Open Enrollment period for health insurance coverage in the federal and state marketplaces, cutting funding for outreach efforts by 90 percent and reducing the Open Enrollment period from 90 days to 45 days.
- 11.8 million Americans signed up for health insurance coverage through the federal and state individual marketplaces during the 2018 Open Enrollment period; this represents only a 3.7 percent decline from the 2017 Open Enrollment period despite these significant headwinds.
- ANA provided C/SNAs and OAs with an Open Enrollment Advocacy Toolkit including a sample e-mail, key messaging document, frequently asked questions document, and sample social media messaging; numerous states used ANA’s messaging in outreach efforts.
- ANA purchased targeted digital media advertising in the San Antonio, Atlanta, Oklahoma City, Tampa Bay, and Phoenix metro areas which resulted in more than 45,000 clicks through to Healthcare.gov at an industry-competitive rate of \$0.39 per click.
- ANA utilized its social media channels on Facebook, Twitter, and LinkedIn to spread Open Enrollment outreach messaging to the broader nursing community; social media activity focused on the beginning, middle, and end of Open Enrollment, and resulted in 241,809 impressions.
- ANA’s Open Enrollment team pitched President Cipriano and Dr. Seun Ross to various media outlets; successful ventures included President Cipriano’s Huffington Post blog and Dr. Ross’s interview on *Magic 102.3 Public Affairs with Madelyne Woods*.

Open Enrollment Team

- **Gregory Craig** – Health Policy Department (Healthcare Reform)
- **Jessica Ek** – Communications Department (Social Media)
- **Matthew Fitting** – Government Affairs Department (Advocacy)
- **Shannon McClendon** – Communications Department (Public Relations)

Introduction and Background

A cornerstone of the Affordable Care Act (ACA) is the system of state and federal individual insurance marketplaces (Marketplace). Established under the 2010 law and fully implemented in 2014, the Marketplace is available for individuals with family income between 100 percent and 400 percent of the Federal Poverty Level (FPL) to purchase health insurance subsidized by federal premium tax credits and cost-sharing reductions (for individuals with family income up to 250 percent FPL). In 2017, 12.2 million individuals purchased insurance through the Marketplace – a major reason that the rate of uninsured individuals in the United States fell to an all-time low of roughly 9 percent that year.



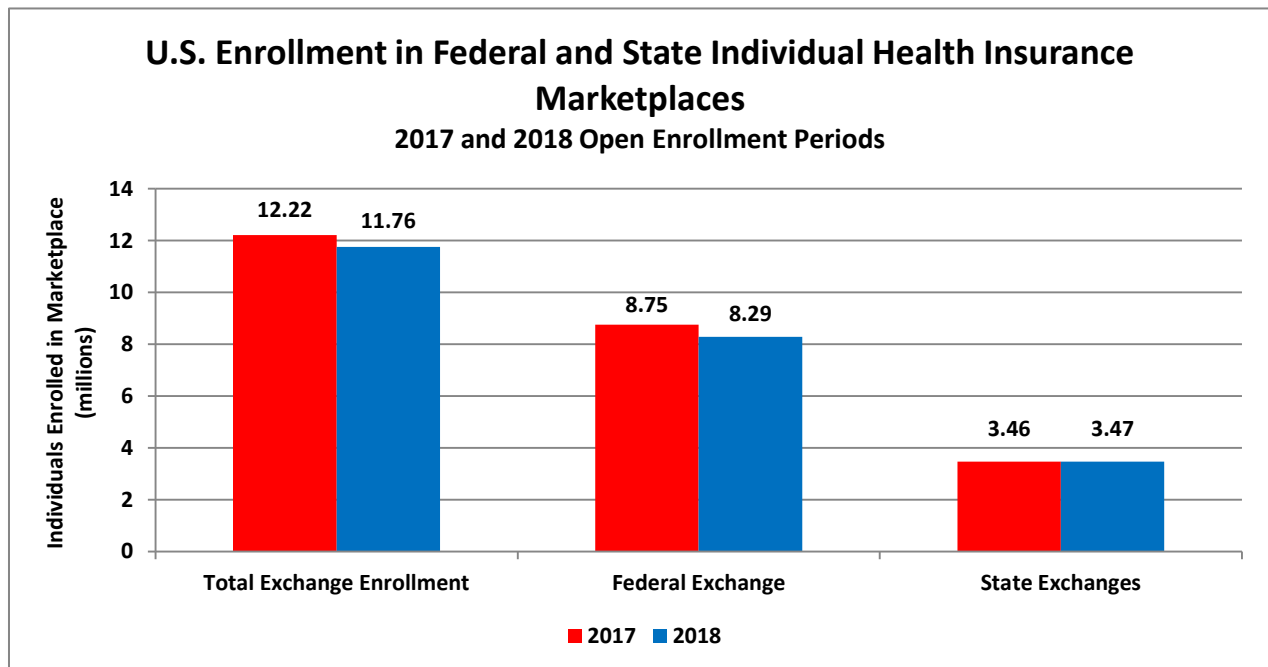
Source: U.S. Census Bureau, Current Population Survey, 2014 to 2017 Annual Social and Economic Supplements

An important component of enrollment in Marketplace insurance plans during the Obama Administration was outreach by the federal government as well as federal collaboration with advocacy groups to ensure that important population groups – such as younger, healthier individuals and those in areas with relatively large uninsured populations – enrolled in coverage. The annual Open Enrollment period during the Obama Administration generally ran for 3 months, from November through the end of the following January. This ensured that individuals had enough time to plan and shop around for coverage options that best fit their individual or familial needs and financial resources.

Enrollment and outreach efforts changed, however, in 2017 under the Trump Administration. In line with its desire to repeal the ACA and sabotage many of its provisions, the Trump Administration significantly scaled back government efforts to facilitate enrollment in Marketplace plans. The U.S. Department of Health and Human Services reduced outreach funding by 90 percent, and halved the 2018 Open Enrollment period, which ended on December 15, 2017, a full 45 days earlier than the typical Obama Administration Open Enrollment period. The Trump administration also created significant

uncertainty with its ultimately successful flirtation with repealing the individual mandate, which required Americans to obtain health insurance or pay a financial penalty.

Despite these significant headwinds, advocacy, patient, and consumer groups attempted to fill the void to ensure that Americans are still able to access the health care that they need. According to the National Academy for State Health Policy, 11.8 million Americans purchased individual coverage through either the federal individual exchange or through one of the state-based exchanges. This represents a 3.7 percent decline from the 12.2 million Americans who purchased individual coverage in 2016; however, the state-based exchanges experienced a slight 0.2 percent increase in individuals who purchased coverage, while the federal exchange experienced a more pronounced decline of 5.3 percent in individuals who purchased coverage. This is impressive given the obstacles during the 2018 Open Enrollment period and speaks to the effort by outside groups to fill the void left by the Trump Administration.



Source: Kaiser Family Foundation, Change in Marketplace Enrollment 2017-2018

ANA, for its part, took a multi-pronged approach to our outreach and advocacy efforts. These efforts included: an **advocacy toolkit**, including a sample e-mail, a key messaging document, a frequently asked questions document, and sample social media messaging, which went out to the C/SNAs and OAs; **targeted media purchases** using dedicated funds and in partnership with the American Heart Association; **social media outreach** through ANA’s official Facebook, Twitter, and LinkedIn feeds; and **local and national media outreach**, namely media interviews and a Huffington Post blog by ANA President Pamela F. Cipriano, PhD, RN, FAAN and ANA Director of Nursing Practice and Work Environment Seun Ross, DNP, MSN, CRNP-F, NP-C, NEA-BC.

Advocacy Toolkit

[See Appendices A.1-4 for Advocacy Toolkit pieces]

ANA's initial Open Enrollment efforts focused on creating an Advocacy Toolkit for use by the C/SNAs and OAs to present a unified messaging front and to assist members in enrolling patients into health insurance plans on the Marketplace. The Advocacy Toolkit was comprised of three separate pieces:

- **Sample E-mail** – The sample e-mail provided a brief description of the political and policy environment with respect to the Open Enrollment period for 2018, an explanation of why ANA was particularly active during the Open Enrollment period, and a description of ANA's efforts with respect to Open Enrollment advocacy and outreach.
- **Key Messaging Document** – This document included key messaging points for use ahead of and during the Open Enrollment period and included statistics on the rate of uninsured individuals in all 50 states and the District of Columbia.
- **Frequently Asked Questions** – This FAQ document addressed follow-up questions that ANA considered most likely to come up from members.
- **Sample Social Media Messaging** – This sample messaging was critical to help meet nurses where they are and included several graphics for use on Facebook and Twitter, sample messages for members to use, and emphasized the use of **#GetCovered** to ensure nurses were a part of the broader social conversation around Open Enrollment.

The ANA Open Enrollment Advocacy Toolkit was sent out via the Pres-ED list on Tuesday October 17, 2017, two weeks ahead of the November 1, 2017, start date of the Open Enrollment period. The Communications team subsequently noted that ANA's messaging was used by several of our C/SNAs and OAs to get the message out about the importance of Open Enrollment outreach.

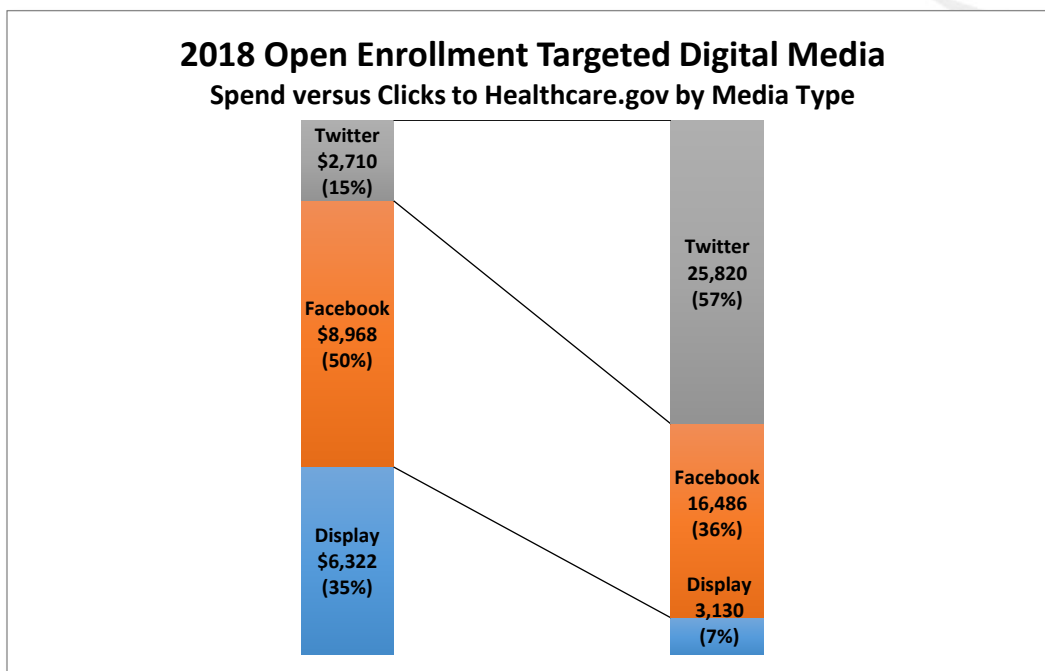
Targeted Media Purchases

One of the most effective approaches that ANA took during the 2018 Open Enrollment period was purchasing digital media advertising – in partnership with the American Heart Association – in metropolitan areas with disproportionately high uninsured populations. These metropolitan areas included San Antonio (16.56% uninsured), Atlanta (15.77% uninsured), Oklahoma City (14.96% uninsured), Tampa Bay (14.48% uninsured), and Phoenix (12.45% uninsured). ANA spent more than \$18,000 using dedicated funds from the "Save the Affordable Care Act" fund and utilized purchased digital media on Facebook, Twitter, and Google display media (i.e., digital advertisements).

Overall Outcomes: This effort resulted in a total of **4.4 million media impressions and 45,436 clicks through to Healthcare.gov; each click cost \$0.39 and each impression cost \$0.004**. Though ANA has no means to ascertain the percentage of those clicks that resulted in the purchase of individual health insurance coverage, we can assume that at least some of those individuals did purchase coverage. The click through figures are arguably more critical to the outcomes of ANA's outreach and advocacy efforts,

as they indicate the actual number of people who at least visited Healthcare.gov to learn more about the options available and potentially purchase coverage.

Digital Display Media: The targeted digital display media had the greatest impact on total impressions in all metropolitan areas. Of the 4.4 million media impressions that ANA's targeted media purchases generated, 2.9 million (66.6 percent of total) came from digital display media. However, these impressions only resulted in 3,130 clicks through to Healthcare.gov, which represents 6.9 percent of all clicks through and translates to a click through rate of 0.1 percent. The digital display media spending per impression rate was \$0.002; however, the digital display media spending per click through was a significantly higher \$2.02, by far the highest rate of spending per click through across the three types of media purchases. *Though this aspect of the digital media advertising efforts yielded a higher click rate, the ubiquity of Google display advertising helped ANA make significant contributions to the echo chamber around Open Enrollment and ensure our positively regarded brand was associated with efforts to help the uninsured obtain coverage via the federal marketplace.*



Source: American Nurses Association 2018 Open Enrollment Targeted Digital Media Data

Twitter Media: Despite a comparatively low number of impressions, ANA's targeted media purchases on Twitter had arguably the greatest impact. Targeted media purchases on Twitter generated 345,426 (7.8 percent of total) total impressions; however, these impressions resulted in 25,820 clicks through to Healthcare.gov, which translates to a click through rate of 7.5 percent and represents 56.8 percent of all clicks through to Healthcare.gov generated by ANA's targeted media purchases. Furthermore, the spending on targeted media purchases on Twitter was quite low. The Twitter targeted media spending per impression rate was \$0.01, while the Twitter targeted media spending per click through was \$0.10. *Given the high rate of return on Twitter spending, it would be advantageous to focus more fully on this*

type of media purchase for next year's Open Enrollment outreach, while keeping in mind that Twitter's user base can tend toward more elite users who may have coverage already but can serve as messengers to those that don't about ANA's involvement with Open Enrollment outreach.

Facebook Media: ANA's targeted media purchases on Facebook were also successful with respect to the number of clicks through to Healthcare.gov. Targeted media purchases on Facebook generated 1.1 million (25.6 percent of total) impressions; these impressions resulted in 16,486 clicks through to Healthcare.gov, which translates to a click through rate of 1.5 percent and represents 36.3 percent of all clicks generated by ANA's targeted media purchases. ANA spent the most on Facebook targeted media purchases - \$8,968.18 or 49.8 percent of all spending – yet only produced roughly one-third of all clicks through to Healthcare.gov. *The Facebook targeted media spending per impression was equal to that of Twitter at \$0.01, though the targeted media spending per click through was significantly higher at \$0.54.* It is worth noting that this was still \$1.48 less expensive per click through than the targeted digital display media rate.

ANA Social Media Outreach

ANA relied heavily on its formal social media channels in order to spread the Open Enrollment message. ANA's communications team focused primarily on Twitter to elevate the Open Enrollment outreach, and

also sent out messaging via Facebook and LinkedIn. The social media messaging was focused primarily toward the beginning, middle, and end of the Open Enrollment period in order to avoid click fatigue.



This social media activity generated totals of 241,809 impressions and 2,854 points of engagement. Despite accounting for only 6 (28.6 percent) of ANA's 21 social media posts related to Open Enrollment outreach, ANA's Facebook activity generated the highest level of impressions (173,741 or 71.9 percent of total) and points of engagement (2,120 or 74.3 percent of total). ANA's Twitter activity accounted for 14 (66.7 percent of total) of ANA's 21 social media posts related to Open Enrollment outreach, yet only generated 49,550 (20.5 percent of total) impressions and 709 (24.8 percent of total) points of engagement. ANA's LinkedIn activity brings up the rear; ANA only had one Open Enrollment-related post on LinkedIn, though it performed relatively well with 18,518 (7.7 percent of total) impressions and 25 (0.9 percent of total) points of engagement.

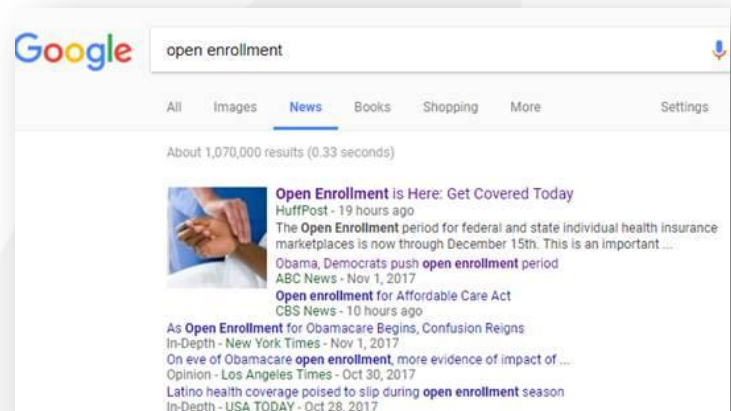
Local and National Media Outreach

The 2018 Open Enrollment period presented an opportunity to further elevate ANA's voice and visibility by leveraging Open Enrollment as a timely news hook to conduct media outreach as well as by sharing messaging across ANA-managed and -owned content channels to reach consumers, nurses and health care professionals.

ANA drummed up impressive news coverage during the Open Enrollment period, despite a tumultuous political climate in which reporters were inundated with pitches from organizations attempting to breakthrough with messaging to reach consumer and healthcare audiences. This coverage built on ANA's previous media exposure throughout the 2017 healthcare reform debates, including appearances by ANA President Pamela F. Cipriano, PhD, RN, NEA-BC, FAAN, on MSNBC in March and October 2017.

ANA's Open Enrollment team pitched President Cipriano and ANA Director of Nursing Practice and Work Environment Seun Ross, DNP, MSN, CRNP-F, NP-C, NEA-BC, to reporters as experts who cover Health Care Reform and the Affordable Care Act, the nursing profession and health and wellness at national, ethnic and trade media outlets. The team pitched President Cipriano as an overall resource to reporters at *Bloomberg*, *The Washington Post*, *The New York Times*, *Politico* and *The Associated Press*; and pitched Dr. Ross as an expert on racial health disparities to reporters at *Essence*, *Ebony*, *Blavity*, and producers at Washington, D.C. Metro area radio stations. The team secured an in-studio interview opportunity for Dr. Ross on [Magic 102.3 Public Affairs with Madelyne Woods](#). Dr. Ross shared tips for enrolling in health insurance plans and discussed the importance of having health coverage. The interview aired on Sunday, Nov. 19, 2017 to an audience of primarily African-American listeners between the ages 18 to 64.

The Open Enrollment team also produced content for *Nursing Insider* and for President Cipriano's Huffington Post blog; these were the ANA- managed and -owned channels deemed most appropriate to reach nursing and consumer audiences. On the second day of the Open Enrollment period, Dr. Cipriano's Huffington Post blog, [Open Enrollment is Here: Get Covered Today](#), was the top search result on Google. The listicle-style blog aimed to keep ANA infused in the conversation and to reach broader consumer audiences by offering six tips to make the most of Open Enrollment and – ultimately - **#GetCovered**.



Appendix A – Advocacy Toolkit

Appendix A.1 – Open Enrollment Sample E-mail:

All,

This year's Open Enrollment (OE) period is November 1st through December 15, 2017. This e-mail provides resources about the re-enrollment process, including sample messaging, a Frequently Asked Questions document, and social media messaging. The link to the enrollment website is Healthcare.gov.

ANA is joining with other consumer- and provider-based groups to ensure consumers are aware of their options and well-positioned to make the best choices for themselves and their families. ANA continues to urge consumers to get and stay covered, through either their state-run exchange or the federal marketplace, via HealthCare.gov. ANA's efforts are rooted in the desire to obtain the best possible outcome for nurses and their patients.

ANA developed a toolkit of materials that can be customized and tailored to reach your specific constituents and key audiences. The attached toolkit includes the following:

- **Sample Social Media Messaging** to encourage nurses and patients to visit healthcare.gov and either obtain coverage or re-enroll in a previously selected plan.
- **Frequently Asked Questions** pertaining to OE and the aforementioned current political environment.
- **Messaging Sets** to offer clear and concise explanations for why ANA is committed to promoting OE and ensuring patients are aware of all their health coverage options.
 - Includes an Excel spreadsheet with state level date for the state focused messaging point

Thank you for partnering with ANA to ensure this OE is successful for consumers, nurses and other healthcare professionals. To keep apprised of new information, ANA encourages you to subscribe to the [Capital Beat Blog](#).

For additional information, please see the background materials following the signature block.

Sincerely Yours,

Background

We recognize, like so many of you and others, that this year's OE period is occurring in a markedly different political climate - particularly in light of last week's Executive Orders (EO) on Association Health Plans (AHP) and Cost Sharing Reduction (CSR) payments. [ANA responded immediately to these attacks](#) and continues to oppose these efforts, which fail to meet [our standards for health system transformation](#) that includes universal access to a standard package of essential health care services.

In addition to recent EOs, the current administration has made it clear that it will be less active in encouraging consumers to seek out and ultimately obtain coverage. This includes [cutting the Department of Health and Human Services \(HHS\) budget](#) devoted to promoting OE.

Among other changes, this year's OE will last only 45 days – from November 1st to December 15th – and [HealthCare.gov](#) will be shut down for 12 hours every Sunday. It is essential that we ensure consumers are aware of these changes because the OE period is the only time they'll be able to select plans from the marketplace exchanges.

Appendix A.2 – Open Enrollment Key Messaging Document:

OVERVIEW

This document includes messages intended to speak to key publics about open enrollment taking place November 1, 2017 through December 15, 2017. Each set can be customized and updated with the appropriate stats and data as needed to reach a specific audience. These messages will assist with ANA's concerted effort to keep individuals enrolled and informed, and encourage healthcare professionals to remind patients in their care about open enrollment.

MESSAGING SETS

ANA is committed to keeping individuals enrolled in health insurance plans and encourages nurses and all other healthcare professionals to remind patients in their care to sign up during open enrollment.

- Open enrollment is November 1 through December 15. During this time, you can sign up for new coverage or update existing plans by visiting [HealthCare.gov](#).
- Preparation in advance of enrolling in and updating coverage is important. Individuals must be aware of key changes to open enrollment this year.
 - The 2018 open enrollment period is only open for 45 days, which is in contrast to previous years when it was open for three months.
 - HealthCare.gov will be shut down for 12 hours every Sunday. This is the main website for enrollment.
 - If individuals do not enroll in health insurance coverage between November 1 and December 15, they will be locked out of purchasing coverage until next November.
 - Consumers are still eligible for premium tax credit subsidies and cost-sharing reduction subsidies based on household income.

The American Nurses Association represents the interests of 3.6 million registered nurses. As the nation's most trusted profession and largest group of health care professionals, nurses understand the importance of health coverage. In addition to providing care, nurses are instrumental in raising awareness and educating their patients, communities and health care colleagues about healthcare coverage.

- Between 2013 and 2016, more than 16 million more Americans received direct-purchase health care coverage; a 4.8 percentage point increase since 2013¹
- 30 million American children rely on Medicaid for the health coverage, benefits and access. Children represent nearly 50 percent of Medicaid enrollees.
- State Focused: [Blank state]'s uninsured rate went from [insert percentage] in 2013 to [insert percentage] in 2016. This represents a decrease in uninsured individuals of [insert number] during this period. (See attached Excel spreadsheet).

This message point can be tailored and customized per state

ANA recognizes that open enrollment period is occurring in a markedly different political climate than in years past. ANA firmly believes that recent Executive Orders (EO) on Association Health Plans (AHP) and Cost- Sharing Reduction (CSR) payments are deliberate attempts to undermine the Affordable Care Act (ACA) for political gain at the expense of the most vulnerable Americans.

- On October 12th, President Trump signed an Executive Order allowing for the creation of new Association Health Plans (AHP) options for small employers and individuals that threaten important provisions covered under the Affordable Care Act:
 - Require plans to cover 10 essential health benefits;
 - Forbid insurers from overcharging individuals with pre-existing conditions;
 - Limit the amount insurance companies can charge older individuals based on age.
- On October 13th, the current administration announced it would end critical Cost- Sharing Reduction payment subsidies. These payments - projected to be \$9 billion in 2018 and \$100 billion over the next 10 years - help offset costs of co-payments, co-insurance, and deductibles for low-income Americans who enroll in coverage under the Affordable Care Act.
- The Commonwealth Fund [reported in March 2016](#) that as many as 7 million individuals might have plans that are aided by Cost- Sharing Reductions, representing a significant portion of the individuals who signed up for coverage through the individual exchanges under the Affordable Care Act.
- ANA responded immediately to these attacks, urging Congress and the Administration to continue to work toward market stabilization and to strengthen the existing system, which has resulted in coverage for tens of millions Americans since 2014.

ANA is at the forefront of improving the quality of health care for all. For decades, ANA has a displayed a longstanding commitment to bolstering the health and wellness of nurses, and advocating on health issues that affect nurses and the public. Through its political and legislative advocacy, ANA has taken firm positions on a range of issues.

- When the short-lived American Health Care Act was proposed in an effort to “repeal and replace” the Affordable Care Act, ANA [voiced strong opposition](#) citing that the legislation

¹ <https://www.census.gov/data/tables/2017/demo/health-insurance/p60-260.html>

threatened health care affordability, access, and delivery for millions of people across the nation.

- In the midst of continued efforts to rip away coverage from millions American through proposals like the defeated Graham-Cassidy bill, [ANA remained steadfast in its ask of congress to work on bipartisan solutions for health care reform.](#)
- [ANA's Principles for Health System Transformation](#) include a system that ensures universal access to a standard package of essential health care services for all citizens and residents.

Appendix A.3 – Open Enrollment Frequently Asked Questions:

OVERVIEW

This document includes responses to help you address the most common questions about this year's Open Enrollment period. We encourage you to use the responses as you speak to specific audiences to help keep them enrolled and informed, and encourage healthcare professionals to remind patients in their care about Open Enrollment.

OPEN ENROLLMENT FAQs

When is this year's Open Enrollment period and why is it important?

Open Enrollment begins Wednesday, November 1st and ends Friday, December 15th. It is the only period in which consumers are able to visit healthcare.gov and select an insurance plan from the appropriate vendor (either via their state or the federal government) that makes the most sense for themselves and their families.

What logistical details are most urgent to convey to consumers?

Previous Open Enrollment periods have lasted 90 days; this year's is only 45 days. Additionally, healthcare.gov – the primary tool for obtaining coverage – will be offline on Sundays during the Open Enrollment period from 12 am-12 pm Eastern Time, except on December 10th, 2017.

Why is it important for nurses and ANA to help promote Open Enrollment?

ANA and nurses are at the forefront of improving the quality of health care for all. For decades, ANA has displayed a longstanding commitment to bolstering the health and wellness of nurses, and advocating on health issues that affect nurses and the public.

What impact will the Trump Administration's recent actions against the Affordable Care Act have on Open Enrollment?

On Thursday October 12th, the Trump Administration took two actions to destabilize the Affordable Care Act exchanges – one allowing for the purchase of alternative health plans (AHPs) (read more here) and one ending critical cost-sharing reduction (CSR) payments (read more here). The action on alternative health plans will not have any impact on this year's open enrollment period. We are uncertain what impact ending CSRs will have; we do know that these moves will not impact premium tax credit subsidies. The best course of action, based, on what we know, **is to still enroll or re-enroll in a health plan during Open Enrollment.**

How do I respond to those who believe our involvement in Open Enrollment is influenced by political considerations?

The ANA represents the interests of America's 3.6 million registered nurses, and as the nation's most trusted profession and largest group of health care professionals, nurses understand the critical nature of health coverage. Nurses are instrumental in raising awareness and educating their patients, communities, health care colleagues about healthcare coverage. Our efforts to promote Open Enrollment are independent of our ongoing advocacy efforts at the local, state and federal levels.

What will happen if consumers do not sign up for a health insurance plan during the Open Enrollment period?

They will be unable to purchase health insurance coverage on the individual market until the next Open Enrollment period, tentatively scheduled to begin in November 2018 (unless they experience a special qualifying event such as pregnancy or qualify for Medicaid or the Children's Health Insurance Program). Being locked out of the individual market for almost a year puts the health of the individual and their family members at risk, and will make it much more difficult to acquire important preventive and other health care services.

What about low-income consumers who are afraid that they will be unable to afford purchase health insurance coverage or health care services?

Individuals with household income between 100% (\$12,060 for an individual and \$24,600 for a family of 4) to 400% (\$48,240 for an individual and \$98,400 for a family of 4) of the Federal Poverty Level are eligible for premium tax credits to help pay for monthly premium costs. Some individuals may also be eligible for cost-sharing reduction subsidies to help pay for co-payments and co-insurance. Details can be found on Healthcare.gov.

Appendix A.4 – Open Enrollment Sample Social Media Messaging**2017 Open Enrollment
Sample Social Media Messaging****Introduction**

The 2018 Open Enrollment Period begins November 1st and runs through December 15, 2017. Given the cuts in government outreach on this topic this year, social media is a great channel to help boost awareness and encourage nurses to spread the word to their networks of family, friends, and patients. We could use your help! Suggested social media messaging and graphics are below and we welcome you

to join us in sharing. The hashtag continues to be #getcovered and the link is <http://healthcare.gov>, or <http://1.usa.gov/1XFAahB> to go directly to the page to sign up.

Facebook

- Mark your calendar! Open Enrollment begins on Nov 1. #GetCovered <http://1.usa.gov/1XFAahB>



- The open enrollment for <http://healthcare.gov> has been shortened, so time is of the essence. Enroll or update coverage Monday through Saturday, November 1 through December 15. Please share this message and spread the word!
- It's that time of year again! Did your patients #GetCovered thru the Marketplace last year? Please help remind them that it's time to #StayCovered. <http://1.usa.gov/1XFBwsA>



- Open enrollment for the Health Insurance Marketplace is still open! Do you know what to tell your friends, family neighbors and patients? Learn more at <http://healthcare.gov> and spread the word!

Twitter

- Mark your calendar! Open enrollment begins on Nov 1. #GetCovered <http://1.usa.gov/1XFAahB>



- It's that time of year again! Let your patients know that open enrollment for <http://healthcare.gov>
- The open enrollment for <http://healthcare.gov> is only Mon – Sat, 11/1 – 12/15. RT to help spread the word! #GetCovered
- Did your patients #GetCovered thru the Marketplace last year? Please help remind them that it's time to #StayCovered. <http://1.usa.gov/1XFBwsA>
- Open enrollment for the Health Insurance Marketplace is going on now! Do you know what to tell your friends, family & patients? <http://healthcare.gov> #GetCovered
- RT to spread the word – the Marketplace is open for business! #GetCovered for 2017 today: <http://1.usa.gov/1KLdDa1>
- Do your patients need health coverage? Or maybe their friends or family? Let them know they can start here → <http://1.usa.gov/1KLdDa1> #GetCovered
- There have been attacks on the #ACA lately, but it's still alive & well. Let patients know that open enrollment is going on now! <http://healthcare.gov> #GetCovered