

Open Enrollment 4

Working with Media & Messaging

Reaching Consumers with the Right Message



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NEW IN OE4

- BCBSNC only except in five Triangle counties
- United and Aetna left, Cigna entered – consumers must change insurers, need to proactively check out options.
- Presidential elections
- Significant cuts in brokers and agents commission

REMAINING THE SAME

- In-person Assistance
- Financial Help
- Consumers still have choices
- Holiday season
- Partnerships
- Declining numbers of uninsured
- Negative media coverage



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Plan Enrollment Events:

- Allows for walk-ins
- Attracts media
- Engages Partners

Send me your OE4 event dates, places, times

Send me your photos - I #GotCovered

Promote NC Appointments:

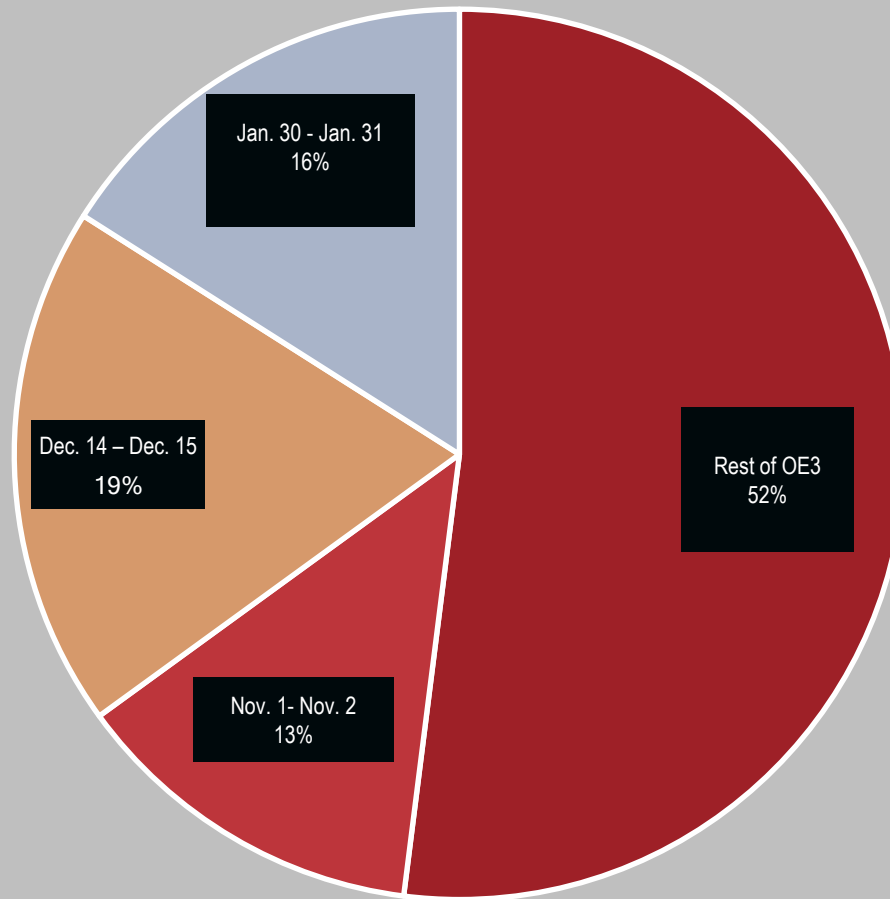
Connector www.GetCoveredAmerica.org/Connector

NC Call Center 855-733-3711





Key Dates get you media coverage





Key messages Consumers need to hear!

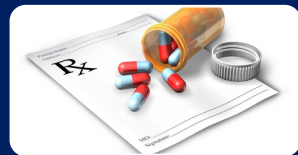


Financial Help is Available



Free Expert Enrollment Help in Every County

• 855-733-3711 or www.GetCoveredAmerica.org/Connector



Coverage Helps Protect Both Your Health and Your Wallet (Plans Cover Essential Health Needs)



New Plans, New Prices



There is a fine for not having coverage



How we can help

- Interview prepping
- Events media strategies
- Reviewing Media Advisories
- Talking points on different issues
- LTE and Op-eds templates



Contact Information

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