



Working with Media in OES

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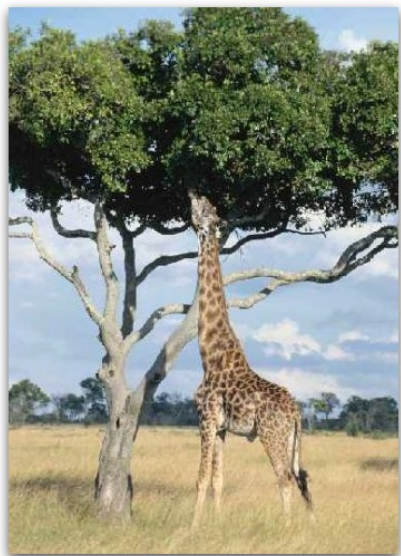
Important Dates

- November 1
- December 15
- January 9
- January 31





Challenges



- ACA not as new
- Misinformation during election cycle
- Consumers who have visited the Marketplace and think they can't afford plans
- Reaching uninsured



Solutions

- Build relationships with reporters
- Media partnerships
- Expand targeted media outlets
- Be creative with events
- Get surrogates buy in
- Collaborate with partners

Get Covered. Stay Covered.

Step 1:
Explain the Costs of
Going Uninsured

The Consequences (Fine, medical debt)

**Take
Action:
You can
do this!**

Financial Help is Real (92% in NC)

Step 2:
Address Misconceptions
& Affordability

We're here to help! (In-person help, hotline, GCA.org)

Step 3:
Describe How, When, Where to Sign Up



Communicator's Guide

Step One: Lay Out the Facts

Including the Consequences of Going Uninsured

- Marketplace offers new, quality health insurance and financial help to pay for it
- Health insurance means protection from big medical bills or going bankrupt
- All plans have to cover important benefits
- If you don't have health insurance, you may have to pay a fine of at least \$695



Communicator's Guide

Step Two: Address Misconceptions of Affordability

- 92% of the over 560,000 North Carolinians who selected plans in OE 2 qualified for financial help
- 92% of the nearly 460,000 who were still enrolled by June 30 were getting financial help (Effectuated)
- Localize financial help (Consumer stories)



Communicator's Guide

Step Three: How, When, Where to Sign Up

- Enrollment takes place between November 1, 2015 – January 31, 2016
- You can get free, in-person help to guide you through your options
- Call 1-855-733-3711
- Visit GetCoveredAmerica.org





What we can help with

- Media training
- Brainstorm media event ideas
- Writing media advisories/news releases
- Talking points on different issues
- Interview prepping
- Letters to the editor templates
- GCA Communicators program



Contact Information

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