

MASSACHUSETTS HEALTH CONNECTOR

Open Enrollment 2024 Social Media Toolkit

JANUARY 2024





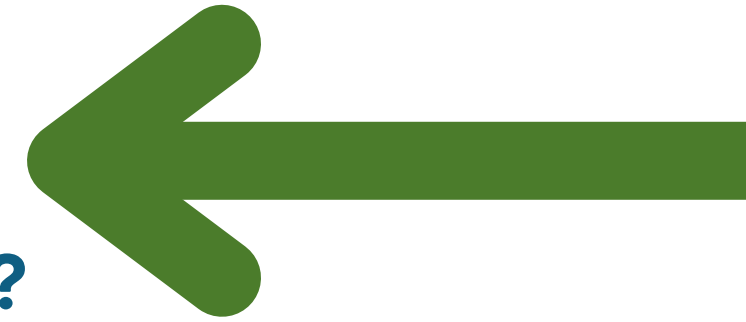
What's in this toolkit?

Topics Covered

- 2024 Open Enrollment
- How to use this toolkit
- The #ActNowMA hashtag
- Follow the Health Connector
- Important Dates
- Sample Social Media Posts
- Image Downloads
- Blog or Newsletter Post
- Important Contact Info



Open Enrollment 2024



What is the Massachusetts Health Connector?

The Massachusetts Health Connector is the state's health and dental insurance marketplace established under the 2006 landmark Massachusetts Health Care Reform law. It offers a platform for individuals, families, and small businesses to compare and purchase insurance plans from leading health and dental carriers. Many residents are also eligible for federal or state subsidies (or both) to make insurance more affordable.

What is Open Enrollment?

Open Enrollment is November 1, 2023 through January 23, 2024. This is the time of year individuals and families can enroll in health insurance for the 2024 plan year through the Health Connector without needing to experience a qualifying life event.

Link to <https://www.MAhealthconnector.org> when sharing content about the Massachusetts Open Enrollment.

Key Message 1: Open Enrollment ends soon.

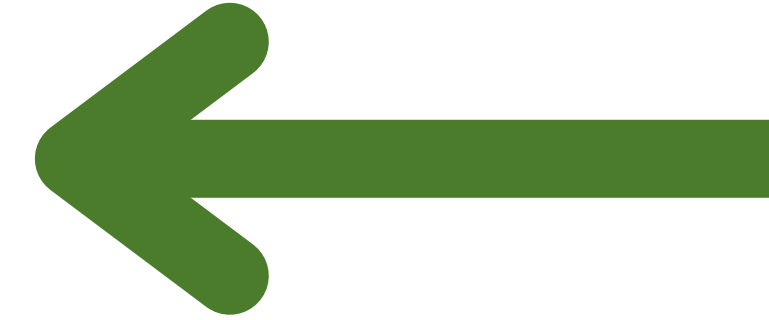
Open Enrollment at the state's Health Connector ends January 23, 2024 to apply for new health coverage or change health plans for 2024. For those who enroll by January 23, their coverage can start as soon as February 1, 2024. They can also choose a start date of March 1, 2024.

The deadline to enroll in insurance is January 23, 2023.





Key Message 2: ConnectorCare—Expanding access to affordable health care



Massachusetts is making health care more accessible and affordable. As of January 1, 2024, more people will qualify for the ConnectorCare program because the income limit is rising from 300 percent to 500 percent of the Federal Poverty Level. For example, an individual's income limit will rise from \$43,470 in 2023 to \$72,900 in 2024. The same goes for a family of four; their income limit will change from \$90,000 to \$150,000. Plus, all carriers who offer plans through the Health Connector will offer ConnectorCare plans.

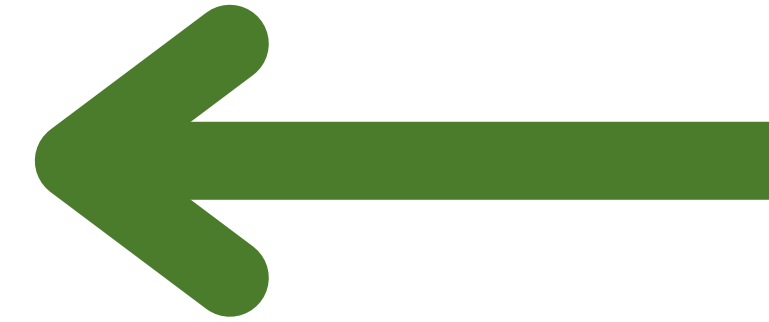


Key Message 3: MassHealth renewals

For members who may no longer be eligible for MassHealth, other health coverage options are available. Most people who have lost MassHealth can qualify for plans through the Health Connector, including ConnectorCare, which can lower the annual cost of their health insurance.



How to use this toolkit



We designed these resources, like this social media toolkit, to ensure that Massachusetts residents have a clear understanding of how they can get covered and so we can ensure our health care system continues to work for everyone.

To amplify the message, we need your help. Use this guide to share Open Enrollment and Special Enrollment Period reminders across social media platforms. Messages can be copied and pasted to share. We have also provided images that you can download and use.

Link to <https://www.MAhealthconnector.org> when sharing content about the Massachusetts Open Enrollment.

The #ActNowMA hashtag

Help getting the Word Out

This Open Enrollment is about **taking action**. Not only is important to encourage people who are not insured to apply for coverage, but thousands of individuals and families will be helped by the higher ConnectorCare income limit and more carriers but may not know it. More people will qualify, many for the first time, but they must apply through the Health Connector to qualify. Current members enrolled in ConnectorCare may have more plan options to choose from.

It is important for everyone to review their options, and shop and enroll in a plan that meets their needs and budget.

For people whose MassHealth coverage is ending, they need to take action to stay covered. Whether that is enrolling in a plan through their job or other source, or enrolling in a plan through the Health Connector, if they qualify.

Use hashtag #ActNowMA and be sure to link to MAhealthconnector.org when sharing content.



Follow the Health Connector



X (Twitter)



Facebook



Instagram



LinkedIn



Website



[@HealthConnector](https://twitter.com/HealthConnector)

[www.twitter.com/
HealthConnector](https://www.twitter.com/HealthConnector)

[@healthconnector](https://www.facebook.com/healthconnector)

[www.facebook.com/
healthconnector](https://www.facebook.com/healthconnector)

[@healthconnector](https://www.instagram.com/healthconnector)

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[www.linkedin.com/
company/healthconnector](https://www.linkedin.com/company/healthconnector)

MAhealthconnector.org



[#ActNowMA](#) [#GetCovered](#)

Important Dates for Massachusetts Residents



January 2024

Enrollment events throughout Massachusetts.
[Find one near you here.](#)

January 23, 2024

Open Enrollment ends. This is the deadline to
enroll in coverage (or change insurance plans)
that starts February 1 or March 1, 2024



SHARE

Open Enrollment 2024 Social Media Messages



General Open Enrollment

- ▶ Open Enrollment is ending. Don't wait! Sign up for health insurance through the Massachusetts Health Connector. Act now and #GetCovered at <https://www.mahealthconnector.org> #ActNowMA
- ▶ Open Enrollment is happening through Jan. 23. Now is the time to find the right health insurance plan for you through the Health Connector before it ends. Get started at <https://www.mahealthconnector.org> #ActNowMA and #GetCovered
- ▶ Now's your chance to #GetCovered! Open Enrollment for Health Connector plans runs until Jan. 23, 2024. Explore your options and enroll today at <https://www.mahealthconnector.org> #ActNowMA

ConnectorCare

- ▶ Need health insurance? You may now qualify for the ConnectorCare program. #ActNowMA and #GetCovered by learning about your health insurance options and see how you may save money on your coverage at <https://www.mahealthconnector.org/connectorcare>
- ▶ Open Enrollment at the Health Connector means it's time to take action! More people than ever before now qualify for ConnectorCare plans. Learn your health insurance options and start shopping at <https://www.mahealthconnector.org/connectorcare>
- ▶ More people than ever now qualify for ConnectorCare plans through the state's Health Connector! Plans have low co-pays, no deductibles, and premiums that meet your budget. Find out more: <https://www.mahealthconnector.org/connectorcare>





January Deadline Reminder Messages to Share

- ▶ If you need health insurance, time is running out! The deadline to enroll for coverage is Jan. 23. Sign up now at www.MAhealthconnector.org #ActNowMA
- ▶ Need health insurance? The deadline to enroll for February coverage in Massachusetts is January 23. Get started now www.MAhealthconnector.org. #ActNowMA and #GetCovered at www.MAhealthconnector.org
- ▶ Open Enrollment is now through January 23 at the Health Connector! If you need coverage, enroll by Jan. 23 for Feb. 1 coverage. #ActNowMA and #GetCovered at www.MAhealthconnector.org
- ▶ If you are a Health Connector member, now is the time to shop and compare health and dental plans for 2024. The deadline to enroll is January 23rd. Get started at www.MAhealthconnector.org/renew

Social Media Images

Click to download to share on your channels



Twitter



Facebook



Instagram



LinkedIn

Tag us!

@healthconnector

ConnectorCare plans through the Health Connector have no deductibles, low co-pays, and premiums that don't break the bank.

More people than ever now qualify. Get started at MAhealthconnector.org

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More people than ever now qualify. Get started at MAhealthconnector.org

Open Enrollment at the Health Connector is ending January 23

Learn your health insurance options and start shopping at MAhealthconnector.org.

Open Enrollment at the Health Connector is ending January 23

Learn your health insurance options and start shopping at MAhealthconnector.org.

Open Enrollment is ending soon. Do you need health insurance that starts by Feb. 1st? You have options!

This Open Enrollment, more people than ever now qualify for ConnectorCare plans through the Health Connector

- \$0 or low monthly premiums
- Low out-of-pocket costs
- No deductibles

Get started at MAhealthconnector.org

Open Enrollment ending soon. Do you need health insurance that starts by Feb. 1? You have options!

MAhealthconnector.org

Open Enrollment is Ending.

Need health insurance? Learn about your options and see how you may save on your coverage through the Health Connector.

Take action now at MAhealthconnector.org

Open Enrollment is Ending. Find the right health plan for you through the Health Connector.

MAhealthconnector.org

Time is running out! The deadline to enroll for coverage that starts Feb. 1 is Jan. 23.

Sign up now !

MAhealthconnector.org

Blog or Newsletter Post



► It's Open Enrollment at the Massachusetts Health Connector

Open Enrollment at the Health Connector is happening through January 23, 2024. This is the time of year to apply for new health coverage or change your health plan for 2024.

The Health Connector offers health and dental plans that meet your household's needs and budget, including ConnectorCare plans that have \$0 or low monthly premiums, low out-of-pocket costs, and no deductibles.

Enroll by January 23, 2024, for coverage that starts February 1, 2024, at MAhealthconnector.org.

Expanded ConnectorCare Options

There's good news for many Massachusetts residents: More people than ever will now qualify for the [ConnectorCare program](#) in 2024. The income limit has increased from 300 percent of the Federal Poverty Level to 500 percent as part of a two-year pilot program. That means an increase in income limits for individuals from \$43,470 to \$72,900, and from \$90,000 to \$150,000 for a family of four. It's the largest expansion in health care affordability since the creation of the Health Connector in 2006.

Even more good news: For the first time, [all carriers who offer plans through the Health Connector](#) are now participating in the ConnectorCare program. This gives you more choices when deciding on a plan that works best for you and your family.

How to get started

Go to the Health Connector website, MAhealthconnector.org, to apply online or to sign into your account if you already have one.

- If you're applying for insurance through the Health Connector for the first time, create an account to get started.
- If you already have an account, sign in to start or update an application. (If you forgot your account information, [help is available](#).)

[Follow these steps](#) to enroll for the first time. Or [get information on how to renew your coverage](#) if you're already enrolled.

Remember, you can only get premium tax credits and other savings if you enroll in coverage through the Health Connector.

If you have questions, help is available in many languages. You can call customer service at 1-877-MA-ENROLL ([1-877-623-6765](tel:1-877-623-6765)), or TTY 1-877-623-7773 for people who are deaf, hard of hearing, or speech disabled. You can also make an appointment with [an enrollment expert near you](#)

Important Links and Contact Info

Website

MAhealthconnector.org

Health Connector Customer Service

1-877-MA-ENROLL (1-877-623-6765), or
TTY 1-877-623-7773 for people who are
deaf, hard of hearing, or speech disabled.

Local Enrollment Help

MAhealthconnector.org/here-to-help

