
Media Roundup

October 2024

Summary

Media activity in October heavily revolved around preparations for Open Enrollment 2025 and related news angles. This included general enrollment information in stories, coordinated administration response to the Tufts Health Direct network changes planned for 2025, and tracking and participating in coverage about the ACA writ large in advance of Open Enrollment and the election.

Health Connector Topics



[ACA Is Gearing Up for Its Best Year. Here Is How the Election Could Upend That.](#)

Politico, October 29, 2024—*Requires a subscription to access the full article*



[Insurance Dispute in Massachusetts May Force Thousands of Patients to Find New Doctors](#)

WBZ News, October 23, 2024



[Nearly 40,000 Patients at Children's, UMass and Tenet Hospitals May Be Forced to Find New Doctors or Insurance Plans](#)

The Boston Globe, October 22, 2024—*Requires a subscription to access the full article*



[MA Health Connector Open Enrollment Starts Nov. 1](#)

iBerkshires.com, October 17, 2024

Other Articles of Note



[Senate Leader Says Mass. Health Care 'Incredibly Fragile Right Now'](#)

CommonWealth Beacon, October 28, 2024



[Stopping Overdoses at Sea: Changes on Massachusetts Fishing Vessels](#)

SouthCoast Today, October 28, 2024



[Balancing Profit and Care in Massachusetts Health Reform](#)

CommonWealth Beacon, October 28, 2024



[New Mass. Program Offers Big Utility Discounts for Some – Here's Who Qualifies](#)

NBC Boston, October 16, 2024



[IRS Increases Safe Harbor Affordability Threshold for 2025 Tax Year](#)

The ACA Times, October 9, 2024



[Report Shines Light On “Troubling Trend” At Massachusetts Hospitals](#)

Fall River Reporter, October 4, 2024



[Paying Providers to Address Health-Related Social Needs](#)

The Commonwealth Fund, October 2, 2024

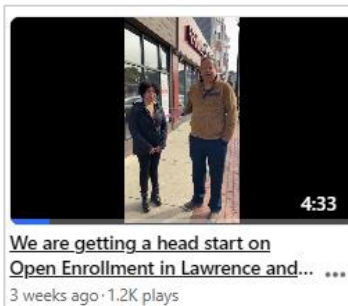
Social Media Highlights

Highest Engagement



A [LinkedIn post](#) highlighting outreach activities at the State House the first week of October, including a radio interview with La Terapia Morning show on Mega 96.5 FM, and Korea Day.

Most Reactions



A [Facebook Live video](#) from a business walk in Lawrence, MA along with Navigators from Greater Lawrence Community Action Council (GLCAC) ahead of Open Enrollment to help get the word out.

Highest Engagement Rate (per impressions)



A [LinkedIn post](#) to promote Halloween health and safety tips.