
Media Roundup

November 2024

Summary

In November, the Health Connector started Open Enrollment with a [press release](#) announcing the availability of coverage, and a kickoff event in East Boston that generated media stories.

Many news stories in November focused on the impacts of the presidential election and the prospects for changes in the federal landscape over the next four years.

Health Connector Topics



[Health Care for Low-Income Mass. Families Could Be Target of Trump Administration](#)

WBUR, November 19, 2024



[MPS' Pretrial Services Division Hosts Statewide MassHealth & Health Connector Enrollment Events](#)

Massachusetts Probation Service, November 05, 2024



[Do You Need Health Insurance in Mass.? Here's How to Sign Up For 2025 Coverage.](#)

MassLive, November 1, 2024



[Open Enrollment Begins for Massachusetts Health Connector](#)

22 News – WWLP.com, November 1, 2024

Other Articles of Note



[Affordable Care Act May Not Be Repealed but Scaled Back Under GOP Rule](#)

Governing.com, November 26, 2024



['That's Our Job' Mass. Health Secretary Talks About Potential Work with RFK Jr., Trump Administration](#)

WCVB, November 24, 2024



[Massachusetts Governor Signs Bill to Expand Coverage for Breast Imaging Services](#)

Radiology Business, November 18, 2024



[How Trump's Agenda 47, Plus Project 2025, Offer Clues into Possible Health-Care Policy Changes](#)

FortuneWell, November 14, 2024

Social Media Highlights

Highest Engagement



A [Facebook Live video](#) kicking off Open Enrollment at the Health Connector highlights efforts to raise awareness about this critical period and promote the opportunity for Massachusetts individuals and families to apply for health and dental insurance.

Most Impressions



A [Facebook post](#) promoting Open Enrollment encourages people to apply or renew while highlighting the opportunity to explore free or lower-cost coverage options available through the Health Connector.

Highest Post Link Clicks



A [LinkedIn post](#) encouraging members to use self-service tools to manage their Health Connector account during Open Enrollment. The post highlights the convenience of tasks such as uploading documents, paying premiums securely, viewing bills and notices, updating settings, and using guest portal access.