




Media Recap

January 2026


Summary

The end of Open Enrollment and encouraging people who need coverage to enroll was the focus of the Health Connector’s media outreach efforts, working to generate stories in media outlets across the state. Additionally, on Jan. 8, the Health Connector participated in a press conference with Gov. Maura Healey, Lt. Gov. Kimberley Driscoll, and other administration officials and members of the Legislature, detailing additional state funding for ConnectorCare in 2026 ([video](#), [press release](#)).

Health Connector Topics

	<p>Gov. Healey announces \$250M additional investment to hold down health care premiums WCVB-TV (Channel 5), January 8, 2026</p>
	<p>State Health Insurance Signups Slightly Outpace Those Who Dropped Coverage State House News Service (via WHAV radio), January 1, 2026</p>
	<p>ACA sign-ups fall as higher premiums push people off plans NBC News, January 12, 2026</p>
	<p>Filling the health care funding gaps CommonWealth Beacon Codcast, January 20, 2026</p>
	<p>'Crushed my daughter's dream': Mother describes how ACA premium hikes are impacting her family Chris Jansing Reports (MS Now), January 15, 2026</p>
	<p>Navigating Massachusetts Health Connector: Enrollment, Costs, and Subsidies McNamara on Money (WATD radio), January 19, 2026</p>

Articles of Note

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[Fallon Health merges with Mass General Brigham as health plans face financial pressure](#)
Boston Business Journal, January 8, 2026
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[Healey sets out to slash health care red tape](#)
Axios Boston, January 14, 2026



[Trump health care plan doesn't help people facing skyrocketing ACA premiums](#)
NPR, January 15, 2026



[What's behind Massachusetts's \\$250m investment in health insurance subsidies](#)
Commonwealth Beacon, January 20, 2026



[Walk-In Event to Assist Residents Applying for Health Connector Insurance in Light of New State Subsidies](#)
City of Boston, January 20, 2026



[Lawmakers reached a surprise bipartisan health deal. Now they have to keep it](#)
Politico, January 22, 2026

Social Media Highlights

Most Engagements and Link Clicks



A [LinkedIn post](#) featuring Health Connector Executive Director, Audrey Morse Gasteier, with Governor Maura Healey during the announcement of a historic \$600 million investment to protect Health Connector members from premium increases caused by the federal government's inaction.

Most Impressions



A [LinkedIn Post](#) driving our audience to check out Executive Director, Audrey Morse-Gasteier's interview with Chris Jansing Reports on premium increases, drops in ACA enrollment and the senators working on a deal to extend ACA subsidies.

Most Comments



A [Facebook post](#) reminding members they are not fully enrolled until they have applied, updated their info, shopped, and paid their premium, noting the 3 possible ways to pay.