

Media Recap

August 2026

Summary

In August 2026, the Health Connector focused public-facing communications on preparing members for the earlier start of the 2027 Open Enrollment period, which will run from October 23, 2026, through January 23, 2027. Our messaging emphasized member readiness and support as consumers navigate a shifting federal policy landscape and directed members to our federal updates webpage for information on key 2027 eligibility, subsidy, and enrollment changes.

While earned-media coverage specifically focused on the Health Connector was limited this month, our outreach emphasized preparing members and partners for the operational and consumer impacts of federal action. Looking ahead, we continue to monitor federal regulatory, legislative, and court developments that could materially affect affordability and enrollment in 2027.

Articles of Note

Type	Article
	<u>Medicaid's work requirement crunch arrives</u> Axios, August 3, 2026
	<u>Governor Healey Announces Health Care Affordability Working Group Recommendations to Lower Health Care Costs</u> Mass.gov, August 3, 2026
	<u>Healey targets premiums, drug prices in health affordability push</u> SHNS, August 3, 2026
	<u>HEALEY-DRISCOLL ADMINISTRATION RETURNS \$14.5 MILLION TO HEALTH AND DENTAL INSURANCE CONSUMERS AND BUSINESSES</u> Insurance NewsNet, August 7, 2026
	<u>State launches campaign to help residents navigate tough new Medicaid rules</u> WBUR, August 11, 2026

Type	Article
	The future of skimpy health insurance plans Politico, August 14, 2026
	What Americans Want Fixed in Health Care – and Who They Think Should Do It The Commonwealth Fund, August 13, 2026
	More primary care linked to lower health care costs, study says AHCJ, August 18, 2026
	What Are States Doing to Support ACA Marketplace Coverage? The Commonwealth Fund, August 21, 2026
	Top Mass. health official: Gender-affirming care for minors remains ‘legal’ and ‘available’ GBH, August 24, 2026

Social Media Highlights

Most Engagements & Clicks



A [Facebook Post](#) encouraging our audience to check out resources we have available to help find the right plan, such as the Health Plan Shopping Guide.

Most Impressions & Reach



A [Facebook Post](#) highlighting that the Health Connector also offers dental plans to meet most needs and budgets.

Most Shares



A [BlueSky post](#) of reminding residents of MA of the state's individual mandate that requires all residents 18 or older to have health insurance that meets minimum coverage requirements or face possible fines come tax time.