

Talking Points on Open Enrollment

- Health care coverage is an essential component of achieving the AHA's vision of healthy communities, where all individuals reach their highest potential for health.
- More than 20 million individuals have gained coverage over the past three years through a combination of expansion of the Medicaid program and enrollment in private market coverage through the Health Insurance Marketplaces.
- Now is the time to maintain and build on those coverage gains.
- Open enrollment for 2018 coverage through the marketplaces will run from November 1 to December 15. This is our opportunity to help individuals in our communities get covered for next year – either by reenrolling in coverage or enrolling for the first time.
- America's hospitals and health systems have long helped connect consumers with health coverage and will continue to do so as open enrollment gets underway.
- This year, open enrollment will end earlier than in previous years, and it will be important that we help members of our community understand what their options are and the timeline for enrollment.
- Over the coming weeks and months, the AHA will provide members with resources to help make this year's enrollment process as easy and accessible as possible, including:
 - 30 and 60 second videos in both English and Spanish to promote enrollment among young adults;
 - Infographics and other content that can be customized and used on social media;
 - Podcasts highlighting member success stories with enrollment promotion activities; and
 - Talking points for members to use when engaging with stakeholders in their communities.
- Let's make this the strongest open enrollment period yet.