



Open Enrollment 2025 Digital Toolkit

Health care coverage is an essential component of healthy communities, where all individuals reach their highest potential for health. Open enrollment for 2025 coverage through the marketplaces will run from Nov. 1, 2024-Jan. 15, 2025. This is an opportunity to help individuals in all communities get covered for next year – either by re-enrolling in coverage or enrolling for the first time.

WEB LINKS:

TWITTER: https://www.aha.org/ahia/promoting-healthy-communities/enroll-health-insurance?utm_source=twitter&utm_medium=organic&utm_campaign=2025-open-enrollment

FACEBOOK: https://www.aha.org/ahia/promoting-healthy-communities/enroll-health-insurance?utm_source=facebook&utm_medium=organic&utm_campaign=2025-open-enrollment





LINKEDIN: https://www.aha.org/ahia/promoting-healthy-communities/enroll-health-insurance?utm_source=linkedin&utm_medium=organic&utm_campaign=2025-open-enrollment

If you have any questions about Open Enrollment messaging, please contact Emily Gustafson (egustafson@aha.org) or Hope Longe (hlonge@aha.org).

Sample Messages

- Don't miss out! Open enrollment for health insurance is here. Protect yourself and your loved ones. Sign up now!
- Did you know you could save \$\$\$ on health care? Check out your options during open enrollment. Your future self will thank you! 💪
- Life's unpredictable. Health insurance isn't just for when you're sick - it's peace of mind. Enroll today and sleep easier tonight.
- Questions about open enrollment? We've got answers! Learn about your options during open enrollment. Knowledge is power (and savings)! 💡
- Affordable health care IS possible! Explore your options during open enrollment. You might be surprised at what you qualify for.
- Your health is your wealth! Invest in yourself by enrolling in a health insurance plan. Open enrollment is happening now - don't miss out! 📺
- Help protect yourself and your loved ones – get vaccinated for the flu and COVID-19, and #GetCovered to help keep yourself and your family healthy year-round. www.aha.org/getcovered
- Signing up for high-quality, affordable health insurance doesn't have to be spooky! Open Enrollment for 2024 coverage begins Nov. 1 -- check out your options in your Health Insurance Marketplace and pick the plan that's

right for you and your family! www.aha.org/getcovered

- To-Do List For Protecting Your Family's Health:
 -  Get your flu shot
 -  Stay up-to-date on COVID-19 Vaccinations Series
 -  #GetCovered during Open Enrollment
 -  www.aha.org/getcovered
- Turning 26 years old soon? Make sure you sign up for health care coverage during open enrollment to avoid gaps in coverage. <https://healthcare.gov>
- Thought you couldn't afford health insurance? Now you can. In fact, 4 out of 5 customers can find a plan for less than \$10 a month. See if you qualify and find the plan that is right for you: <https://www.healthcare.gov> #GetCovered
- Don't risk unexpected expenses like surprise health care bills? #GetCovered during open enrollment to avoid the unexpected.
- Rent prices are going up, inflation is confusing, and student loan repayments are starting this fall. Avoid other financial burdens by signing up for health insurance coverage during open enrollment.
- With HealthCare.gov plans, pre-existing conditions are covered! No insurance plan can reject you, charge you more, or refuse to pay for essential health benefits for conditions you had before your coverage started. Enroll today and #GetCovered! <https://www.healthcare.gov>
- HealthCare.gov is open for you to shop, compare, and enroll in a 2025 health plan. Discover the different plans available and enroll today! <https://www.healthcare.gov/> #GetCovered
- Just because health insurance open enrollment is for the 2025 period does not mean you should wait until 2025 to decide on coverage. Don't procrastinate on choosing a health plan, open enrollment begins Nov. 1, 2024!
- Still need to get health insurance? We've got you covered. HealthCare.gov plans are comprehensive, affordable, and accessible. Enroll today and #GetCovered by quality health insurance! <https://www.healthcare.gov>
- While shopping for others this holiday season, don't forget to go to healthcare.gov to ensure you have quality, affordable health insurance coverage that begins Jan. 1! Go to aha.org/getcovered for a list of helpful resources.
- Hospitals are helping people #getcovered & #staycovered – go to www.aha.org/getcovered for more information
- Picking the health insurance plan that's right for you isn't always easy. This @CMSgov explainer can help: <https://marketplace.cms.gov/technical-assistance-resources/training-materials/insurance-coverage-key-terms.pdf>
- Looking for help on understanding health insurance? Here's a great explainer: <https://marketplace.cms.gov/technical-assistance-resources/training-materials/insurance-coverage-key-terms.pdf>

[terms.pdf](#)

- Health insurance plans change year to year, so make sure you make time to compare plans and see what else is available #GetCovered <https://www.healthcare.gov/keep-or-change-plan/>

MATERNAL HEALTH:

- HAPPENING NOW: ACA Marketplace Open Enrollment is here! If you're expecting 🤰, now is a great time to get quality, affordable health coverage for you and your baby that begins Jan. 1! Check out the AHA's Open Enrollment page for resources: aha.org/getcovered #GetCovered
- Expecting a bundle of joy? Don't forget to bundle up with health insurance! Open enrollment is your chance to get covered. Protect yourself and your little one.
- Attention parents-to-be! Open enrollment is here. Get the care you and your baby deserve. Sign up for health insurance now and focus on what matters most.
- Pregnant and uninsured? Open enrollment is your opportunity to get covered. Don't wait - your baby's health starts with yours. Enroll today!
- Future parents, listen up! 🧑🏻 Health insurance isn't just for you - it's for your growing family. Use open enrollment to secure your little one's healthy start.
- Expectant parents deserve the best including affordable, quality health insurance to enhance their health for themselves and their baby. The AHA Open Enrollment page has resources if you have questions. #GetCovered aha.org/getcovered
- It's important for expectant 🤰 (and new) parents 🧑🏻 to have access to quality health insurance. The ACA Marketplace is now open, and there are plans to fit any budget. The AHA Open Enrollment page has resources to help get started #GetCovered aha.org/getcovered
- Did you know open enrollment for 2025 ends in January? Plan ahead for your baby's health insurance coverage by using open enrollment starting November to find quality coverage ahead of time.

BEHAVIORAL HEALTH:

- Mental health is connected to physical health. The ACA Marketplace Open Enrollment is now underway, and all plans are *required* to cover mental health services. Check out your options here: <https://www.healthcare.gov> #GetCovered
- Insurance plans on the ACA Marketplace cover behavioral health services. If you need health insurance coverage, sign up today to get coverage that begins Jan. 1. Check out the AHA's Open Enrollment page for resources: #GetCovered aha.org/getcovered
- Behavioral health is just as important as physical health, and all plans sold on the ACA Marketplace are required to cover behavioral health services. Need to #GetCovered? Check out the AHA's ACA Open Enrollment page for resources to guide you aha.org/getcovered
- Mental health matters! 🧠 Open enrollment is your chance to get or keep coverage for therapy, counseling, and more. Invest in your well-being - sign up for health insurance now.
- Need access to behavioral health services? Don't miss open enrollment! It's your key to affordable mental health care. Take care of your mind and body - get covered. #BehavioralHealth
- Don't wait until you or a loved one experiences a mental health or behavioral health crisis to sign up for health care coverage. Sign up during open enrollment Nov. 1-Jan. 15 to ensure coverage for the "what ifs" in life.

Final Push for ACA Enrollment Posts (For January)

- Time ⌚ is running out to get quality, affordable health insurance for your family. Check out your options: <https://www.healthcare.gov/> #GetCovered
- PSA: Open enrollment deadline approaching! Don't wait until the last minute. Take care of your health and your wallet - sign up now! 🚫
- This week is the ****last week**** to #GetCovered through the ACA Marketplace. Take a look at the AHA's Open Enrollment page to learn more about the Open Enrollment period. <https://www.aha.org/ahia/promoting-healthy-communities/enroll-health-insurance>
- Only 5 Days left until the ACA Open Enrollment period ends! #GetCovered at <https://www.healthcare.gov>
- You never know what life will throw at you, but with a HealthCare.gov plan, you're covered! Only a few days left in the Open Enrollment period. Make sure you have essentials like coverage for emergencies and primary care. #GetCovered.<https://www.healthcare.gov/>
- Only 2 days left in the 2025 Open Enrollment period! Don't miss your chance to #GetCovered! Plans on the ACA Marketplace cover essential health needs, including #mentalhealth and #maternalhealth. <https://www.healthcare.gov/>.
- HealthCare.gov plans are not just for individuals. Families can find quality, affordable plans that cover the essentials, including primary care and prescriptions. Enroll by the FINAL deadline: January 15th and #GetCovered. <https://www.healthcare.gov/>
- Did you procrastinate on signing up for health care coverage? January 15th is the very last day to sign up during open enrollment!
- THIS IS IT! Today is the ****final**** day to sign up and #GetCovered through the ACA Marketplace. There are many affordable, quality plans to choose from and plans are more affordable than ever. <https://www.healthcare.gov/>

Tools and Resources

- More information –
 - www.aha.org/getcovered
 - www.healthcare.gov

Share Graphics:



Open Enrollment!
Nov. 1, 2024 - Jan. 15, 2025

#GetCovered
aha.org/getcovered

 American Hospital Association
Advancing Health in America



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