

# HealthSource RI

## Open Enrollment Communications Toolkit

November 2021





To our valued community partners,

We are excited to partner with you this year on our Open Enrollment awareness campaign. HealthSource RI (HSRI) is working to ensure that eligible Rhode Island residents can connect to high quality low or no-cost health coverage.

Thanks to the federal American Rescue Plan Act of 2021 (ARP), coverage through HSRI is now more affordable than ever. In fact, six out of seven HSRI customers receive financial help to lower their monthly coverage costs.

We are proud of the work we have done to help Rhode Islanders get covered and stay covered. HSRI is committed to ensuring Rhode Islanders understand their health coverage options and that HealthSource RI is the only source for getting financial help to pay for monthly coverage costs.

HSRI has created this toolkit for our community partners to use to help raise awareness of the importance of getting covered. It includes Open Enrollment messaging, sample social media posts, materials and more, to help encourage residents to find a health plan that best fits their needs and budgets. With your continued support and outreach, we can help Rhode Islanders find the coverage they need with the financial help they qualify for.

Thank you for all you do to keep Rhode Island covered!

Sincerely,

Robin Dionne  
Chief Public Affairs Officer  
Robin.Dionne@Exchange.RI.gov

## About Open Enrollment

### Open Enrollment

HealthSource RI is the state's health insurance marketplace. It's our mission to help Rhode Islanders easily navigate the complex health insurance landscape and enroll in a plan that works best for their individual and family needs as well as their budgets. Since 2013, HealthSource RI has decreased the uninsured rate by more than two thirds. Today, 96 percent of Rhode Islanders have health coverage, one of the lowest uninsured rates in the country.

This year's Open Enrollment has been extended to give Rhode Islanders as much time as possible to enroll in health coverage. Thanks to the recently-passed federal American Rescue Plan Act, coverage through HealthSource RI is more affordable than ever. In fact, 6 out of 7 HealthSource RI customers receive financial help to lower their monthly coverage costs.

Open Enrollment is the only time that Rhode Island residents can enroll in 2022 coverage. Once Open Enrollment ends, HealthSource RI offers a Special Enrollment Period for any eligible Rhode Islander who needs health coverage after experiencing a life-changing event like getting married, having a baby, or losing coverage through any employer. For more information on our Special Enrollment Period, visit [HealthSourceRI.com/SEP](https://HealthSourceRI.com/SEP).

### Key Dates:

#### November 1, 2021

Open Enrollment begins!

#### December 23, 2021

Complete your enrollment to make sure your coverage is active January 1, 2022.

#### December 31, 2021

Complete your enrollment to make sure your coverage is active starting January 2022. Your health insurance ID cards may be delayed

#### January 31, 2022

This is the last day of Open Enrollment, and the last day to complete enrollment for 2022 coverage. **PLEASE NOTE:** coverage will be active February 2022.

## Talking Points

These talking points are designed to be used when communicating to your audiences about the importance of health coverage.

- HealthSource RI's Open Enrollment begins November 1, 2021. Now is the time to sign up for new health coverage or renew your existing coverage.
- Visit [HealthSourceRI.com/OE](https://HealthSourceRI.com/OE) for the most up-to-date information about Open Enrollment, plans, virtual enrollment events, and how to connect with enrollment support.
- To give Rhode Islanders as much time as possible to enroll in quality, low- or no-cost coverage that's more affordable than ever, HealthSource RI has extended Open Enrollment through January 31, 2022.
- Coverage through HealthSource RI is now more affordable than ever. Thanks to recent changes at the federal level, financial help is available to most Rhode Islanders even if they didn't qualify before.
- In fact, 6 out of 7 HealthSource RI customers receive financial help to lower their monthly coverage costs. Right now, 43% of customers are paying less than \$10 a month for their coverage.
- HealthSource RI will be hosting a series of virtual Enrollment Info Sessions from November - January, where you can learn more about enrolling in coverage and get answers to some of your questions. Visit [HealthSourceRI.com/events](https://HealthSourceRI.com/events) for the full calendar of events.
- We know that social distancing is important right now. HealthSource RI can help you to enroll and learn about health coverage without leaving your home. The call center has extended hours, live web chat support, virtual enrollment events, and an online application for you to complete remotely. Visit [HealthSourceRI.com](https://HealthSourceRI.com) for information.
- Don't delay signing up for coverage. It's best that you have health coverage starting immediately in January 2022. Please complete your enrollment by December 23, 2021 to make sure your health coverage is active January 1, 2022.

## English Social Graphics

These sample graphics are interchangeable and can be paired with **any copy on page 6**.

You can download and use at [HealthSourceRI.com/Toolkit](https://HealthSourceRI.com/Toolkit).

When sharing on social, please tag us and use hashtag #GetCoveredRI

Facebook and Twitter: @HealthSourceRI





## Open Enrollment Messaging in English

Please share the messaging and graphics via your social media, newsletters, and digital platforms.

When sharing on social, please tag us

Facebook and Twitter: @HealthSourceRI

### Get covered now, don't delay!

- Open Enrollment is here! Now's the time to enroll in health coverage or renew your health plan. Pick and pay for coverage by December 23 for coverage starting January 1, 2022. Visit [HealthSourceRI.com/OE](https://HealthSourceRI.com/OE) to find out more! #GetCoveredRI #StayCoveredRI
- Good news! Coverage through @HealthSourceRI is now more affordable than ever! Compare plans and get a quick quote at [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator). Enroll by December 23 for coverage that begins January 1, 2022. #GetCoveredRI #StayCoveredRI

### Huge savings on health coverage now available!

- Thanks to the #AmericanRescuePlan, you may be eligible for financial help, even if you did not qualify in the past. Visit [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator) to compare plans, get a quick quote, and see how much financial help you may qualify for. @HealthSourceRI
- If you've been putting off getting health coverage, plans through @HealthSourceRI are now more affordable than ever! Visit [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator) and find a plan that fits your health and budget needs. #GetCoveredRI

### HealthSource RI is your only source for financial assistance.

- 6 out of 7 @HealthSourceRI customers receive financial assistance to help pay for monthly costs. Use the Plan Comparison and Savings Tool at [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator) to see what you may qualify for. #GetCoveredRI #StayCoveredRI
- @HealthSourceRI is the only place where you can receive financial assistance to lower monthly health coverage costs. Visit [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator) to see how much you could save. #GetCoveredRI
- If you have lost your job, you may qualify for low- or no-cost health coverage through @HealthSourceRI. Coverage through HSRI is likely more affordable than COBRA. Find out more at [HealthSourceRI.com/OE](https://HealthSourceRI.com/OE) #GetCoveredRI #StayCoveredRI

### HealthSource RI is here to help you!

- Need help enrolling in health coverage? @HealthSourceRI offers many ways to connect with enrollment support - from the safety of your home. Visit [HealthSourceRI.com/OE](https://HealthSourceRI.com/OE) to learn more. #GetCoveredRI #StayCoveredRI

## Spanish-Language Social Graphics

These sample graphics are interchangeable and can be paired with *any copy on page 8*.

You can download and use at [HealthSourceRI.com/Toolkit](https://HealthSourceRI.com/Toolkit).

When sharing on social, please tag us and use hashtag #GetCoveredRI

Facebook and Twitter: @HealthSourceRI



## Open Enrollment Messaging in Spanish

Please share the messaging and graphics via your social media, newsletters, and digital platforms.

When sharing on social, please tag us

Facebook and Twitter: @HealthSourceRI

### ¡Obtén cobertura ahora, no te demores!

- ¡La Inscripción Abierta está aquí! Ahora es el momento de inscribirse en la cobertura de salud o renovar su plan de salud. Elija y pague la cobertura antes del 23 de diciembre para la cobertura a partir del 1 de enero de 2022. Visite [HealthSourceRI.com/es/OE](https://HealthSourceRI.com/es/OE) para obtener más información. #GetCoveredRI #StayCoveredRI
- ¡Buenas noticias! ¡La cobertura a través de @HealthSourceRI ahora es más asequible que nunca! Compare planes y obtenga una cotización rápida en [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator). Inscribese antes del 23 de diciembre para la cobertura que comienza el 1 de enero de 2022. #GetCoveredRI #StayCoveredRI

### Ya está disponible un gran ahorro en la cobertura de salud.

- Gracias a la #AmericanRescuePlan, puede ser elegible para recibir ayuda financiera, incluso si no cumplió con los requisitos en el pasado. Visite [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator) para comparar planes, obtener una cotización rápida y ver para cuánta ayuda financiera puede calificar. @HealthSourceRI
- Si ha estado posponiendo la obtención de cobertura de salud, ¡los planes a través de @HealthSourceRI ahora son más asequibles que nunca! Visite [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator) y encuentre un plan que se adapte a sus necesidades de salud y presupuesto. #GetCoveredRI

### HealthSource RI es su única fuente de asistencia financiera.

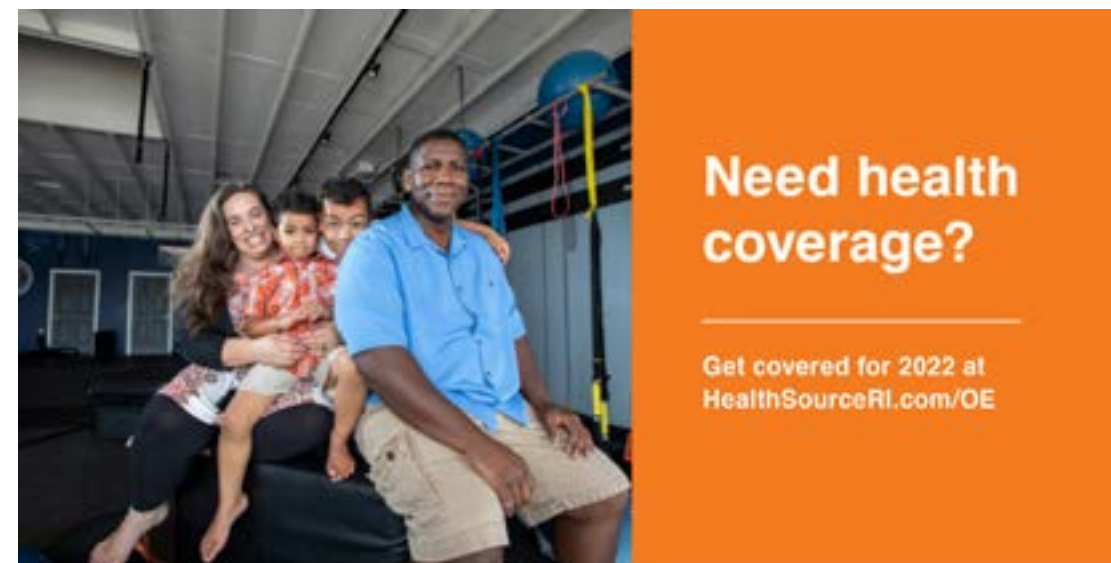
- 6 de cada 7 clientes @HealthSourceRI reciben asistencia financiera para ayudar a pagar los costos mensuales. Use la Herramienta de Comparación de Planes y Ahorros en [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator) para ver para qué puede ser elegible. #GetCoveredRI #StayCoveredRI
- @HealthSourceRI es el único lugar donde puede recibir asistencia financiera para reducir los costos mensuales de cobertura de salud. Visite [HealthSourceRI.com/Calculator](https://HealthSourceRI.com/Calculator) para ver cuánto podría ahorrar. #GetCoveredRI
- Si ha perdido su trabajo, puede calificar para una cobertura de salud de bajo costo o sin costo a través de @HealthSourceRI. La cobertura a través de HSRI es probablemente más asequible que COBRA. Obtenga más información en [HealthSourceRI.com/es/OE](https://HealthSourceRI.com/es/OE) #GetCoveredRI #StayCoveredRI

### HealthSource RI está aquí para ayudarle!

- ¿Necesita ayuda para inscribirse en la cobertura de salud? @HealthSourceRI ofrece muchas maneras de conectarse con el apoyo de inscripción, desde la seguridad de su hogar. Visite [HealthSourceRI.com/es/OE](https://HealthSourceRI.com/es/OE) para obtener más información. #GetCoveredRI #StayCoveredRI

## Printed Collateral

Below is a sample flyer you can download and use at [HealthSourceRI.com/toolkit](https://HealthSourceRI.com/toolkit). Downloads will be available on our website after 11/03/2021. This flyer is also available in Spanish. If your organization or agency is open to the public, please let us know and we can send you printed materials.



#### Who is HealthSource RI?

HealthSource RI is Rhode Island's health insurance marketplace. We connect eligible Rhode Islanders to high-quality, low- or no-cost health coverage from top insurers.

#### How to Enroll

##### Online:

Visit [HealthSourceRI.com](https://HealthSourceRI.com) to...

- Enroll or renew coverage
- Get a quick quote with our **Plan Comparison & Savings Tool**
- Use our **live web chat**

##### By phone:

- Call 1-855-840-4774

You can also call 211 to find Navigators in your area who can provide 1-on-1 enrollment support.



#### When to Enroll

Open Enrollment begins **Nov. 1, 2021**. To ensure your coverage is active January 1, 2022, pick and pay for a plan by **Dec. 23, 2021**.

*Health insurance is required in Rhode Island. Sign up now to avoid the tax penalty later.*

#### Outside of Open Enrollment

Outside of Open Enrollment you can sign up for health coverage through HealthSource RI if you have experienced a qualifying life event such as having a baby, income change, turning 26, or getting married. Visit [HealthSourceRI.com/SEP](https://HealthSourceRI.com/SEP) to learn more.

**6 out of 7 HealthSource RI customers receive financial help to lower the cost of their health insurance.**

Get a quick quote at [HealthSourceRI.com/calculator](https://HealthSourceRI.com/calculator) to see if you qualify.



## Printed Collateral

Below is a sample flyer in Spanish you can download and use at [HealthSourceRI.com/toolkit](https://HealthSourceRI.com/toolkit). Downloads will be available on our website after 11/03/2021. This flyer is also available in English. If your organization or agency is open to the public, please let us know and we can send you printed materials.



### ¿Quién es HealthSource RI?

HealthSource RI es el mercado de seguros médicos de Rhode Island. Conectamos a los habitantes de Rhode Island que reúnen los requisitos con una cobertura sanitaria de alta calidad, de bajo coste o gratuita, de las mejores aseguradoras.

### Cómo inscribirse

#### En línea:

Visite [HealthSourceRI.com](https://HealthSourceRI.com) para...

- Inscribirse o renovar la cobertura
- Obtenga una cotización rápida con nuestra **Comparación de planes y ahorros Herramienta**
- Utilice nuestro **chat en vivo en la web**

#### Por teléfono:

- Llame al 1-855-840-4774

También puede llamar al 211 para encontrar Navegadores en su área que puedan proporcionar apoyo de inscripción 1 a 1.



### Cuándo inscribirse

La inscripción comienza el **1 de noviembre de 2021**. Para garantizar que su cobertura esté activa el 1 de enero de 2022, elija y pague un plan antes del **23 de diciembre de 2021**.

*El seguro médico es obligatorio en Rhode Island. Inscribirse ahora para evitar la multa fiscal más adelante.*

### Fuera del plazo de inscripción

Fuera del plazo de inscripción, puede inscribirse en la cobertura médica a través de HealthSource RI si ha experimentado un acontecimiento vital que reúna los requisitos necesarios, como tener un bebé, un cambio de ingresos, cumplir 26 años o casarse. Visite [HealthSourceRI.com/SEP](https://HealthSourceRI.com/SEP) para obtener más información.

**6 de 7 los clientes de HealthSource RI reciben ayuda financiera para reducir el coste de su seguro médico.**

Obtenga una cotización rápida en [HealthSourceRI.com/calculadora](https://HealthSourceRI.com/calculadora) para ver si cumple con los requisitos.

## How You Can Help

Please share this important information across your social media channels. When sharing to social media, be sure to tag HealthSource RI in all posts so that we can respond to any questions that customers may ask.

Please contact Robin Dionne, Chief Public Affairs Officer, if you would like to receive any additional print or digital collateral. See below for her contact information:

Robin Dionne  
Chief Public Affairs Officer  
Email: [Robin.Dionne@Exchange.RI.gov](mailto:Robin.Dionne@Exchange.RI.gov)  
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