

COVERME.GOV

OUTREACH AND ENROLLMENT TOOLKIT

coverME.gov



AFFORDABLE HEALTH
COVERAGE FOR MAINE



INTRODUCTION

Starting November 1st, **CoverME.gov** will open as Maine's new State-based Health Insurance Marketplace. Open Enrollment runs from **November 1, 2021 – January 15, 2022**. This year, increased financial help is available to make coverage more affordable – for more people – than ever before. Partners across the state are helping to spread the word and connect people with free local assistance to get enrolled. Thank you for your valued partnership in our effort to **promote affordable health coverage for Mainers.**

COVERME.GOV HIGHLIGHTS

- Starting November 1st, **CoverME.gov** will open as Maine's new State-based Health Insurance Marketplace.
- Health Insurance Marketplaces help people without access to affordable coverage learn more about health insurance options; compare plans; determine whether they qualify for financial help; and enroll in quality, affordable health coverage.
- **CoverME.gov** was made for Maine – created by the State of Maine to address the unique needs of its people, its communities, and its insurance market. Maine can now customize the Marketplace to fit Mainers' needs and to tailor outreach and resources toward uninsured communities.
- Free enrollment help is available to help consumers find the plan that meets their needs and budget. People can visit **CoverME.gov/localhelp** or call (866) 636-0355/TTY 711.
- All private health plans offered on **CoverME.gov** provide quality, comprehensive coverage that will protect consumers if they have an accident or major illness. Marketplace plans on **CoverME.gov** cannot turn you away or charge you more for having a pre-existing condition.
- This year, increased financial help is available to make coverage more affordable – for more people – than ever before.
- Along with the state's expansion of MaineCare in 2019, **CoverME.gov** is at the heart of Maine's effort to ensure that people can see their doctor, afford their medications, and stay healthy.

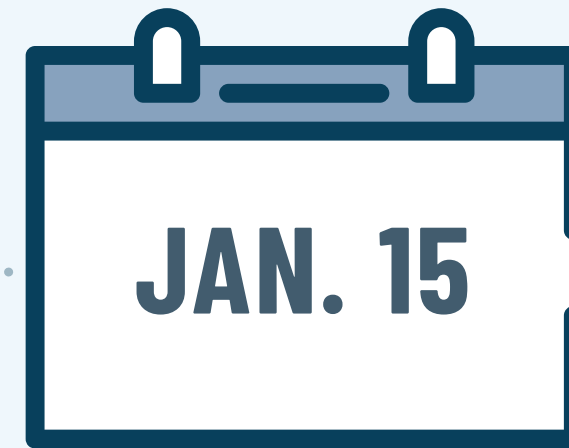
KEY DATES



OPEN
ENROLLMENT
LAUNCHES



DEADLINE
FOR 1/1
COVERAGE



LAST DAY
OF OPEN
ENROLLMENT

FLYER: GENERAL INFORMATION



The flyer features a scenic background of a rocky riverbank with a forest in the distance. The text is overlaid on this image. At the top left is the CoverME.gov logo. The main headline is in large, bold, white letters. Below the headline is a sub-headline in italics. The body text is in a smaller font, followed by a list of benefits in a light green box. At the bottom is a dark blue bar with white text and contact information.

coverME.gov
AFFORDABLE HEALTH
COVERAGE FOR MAINE

HEALTH INSURANCE JUST GOT MORE AFFORDABLE

Save money on your health care costs at CoverME.gov – Maine’s new Health Insurance Marketplace created by Maine, for Maine.

Open Enrollment for 2022 health coverage is here and better than ever. The time to enroll is between November 1, 2021 and January 15, 2022. This year, increased financial help is available to make coverage more affordable – for more people – than ever before. More than 80% of Mainers shopping at CoverME.gov qualify for financial help to lower their monthly premiums. Even if you weren’t previously eligible, it’s time to take a second look.

At CoverME.gov, you can compare plan options, apply for financial assistance, and get help enrolling in a plan that fits your needs and your budget.

YOU COULD FIND A HEALTH PLAN WITH

- + Monthly premiums as low as a few dollars a month
- + Low out-of-pocket costs
- + Quality, comprehensive coverage that will protect you if you have an accident or major illness
- + Coverage that can’t turn you away or charge you more for pre-existing conditions


Sign up today at CoverME.gov!

GET FREE HELP FROM LOCAL ENROLLMENT EXPERTS TO APPLY.

Visit: coverME.gov/localhelp. Call: (866) 636-0355; TTY 711. For languages other than English, choose option 4.

[Download Flyer →](#)

FLYER: CUSTOMIZABLE FLYER



The flyer features a scenic background of a rocky coastline with a forested hillside. The top left corner contains the CoverME.gov logo and tagline. The main headline is in large, bold, white letters. Below the headline is a paragraph of text, followed by a green box with white text. Below that is a list of four bullet points. At the bottom of the flyer is a dark blue footer with white text and a globe icon.

coverME.gov
AFFORDABLE HEALTH
COVERAGE FOR MAINE

HEALTH INSURANCE JUST GOT MORE AFFORDABLE

Save money on your health care costs at CoverME.gov – Maine’s new Health Insurance Marketplace created by Maine, for Maine.

Open Enrollment for 2022 health coverage is here and better than ever. The time to enroll is between November 1, 2021 and January 15, 2022. This year, increased financial help is available to make coverage more affordable – for more people – than ever before. More than 80% of Mainers shopping at CoverME.gov qualify for financial help to lower their monthly premiums. Even if you weren’t previously eligible, it’s time to take a second look

At CoverME.gov, you can compare plan options, apply for financial assistance, and get help enrolling in a plan that fits your needs and your budget.

YOU COULD FIND A HEALTH PLAN WITH

- + Monthly premiums as low as a few dollars a month
- + Low out-of-pocket costs
- + Quality, comprehensive coverage that will protect you if you have an accident or major illness
- + Coverage that can’t turn you away or charge you more for pre-existing conditions

Sign up today at CoverME.gov!
Enrollment for 2022 coverage is open now.

GET FREE HELP FROM LOCAL ENROLLMENT EXPERTS TO APPLY.
Visit: coverME.gov/localhelp. Call: (866) 636-0355; TTY 711. For languages other than English, choose option 4.

[Download Flyer →](#)

FLYER: HOW TO ENROLL IN HEALTH COVERAGE

HOW TO ENROLL IN HEALTH INSURANCE THROUGH COVERME.GOV



1 Compare Plans & Get a Cost Estimate

CoverME.gov offers a Plan Compare tool that allows you to quickly get an estimate of financial assistance you may qualify for and see the different coverage options and prices for health insurance plans offered through the Marketplace.

2 Get Ready

When you feel ready to get started, gather these documents to help make the application process easier.

BASIC INFORMATION

Names and dates of birth for each person in your household

HOME MAILING ADDRESS

If someone in your household (those you include on your tax returns) has a different home address, you will need to add that too.

SOCIAL SECURITY NUMBERS (IF APPLICABLE)

If someone in your household (those you include on your tax returns) has a different home address, you will need to add that too.

IMMIGRATION DOCUMENT INFORMATION (IF APPLICABLE)

Is anyone on your application a legal immigrant? If so, you'll be requested to provide information from your immigration documents.

INCOME INFORMATION

You will need to enter your estimated 2022 income for everyone in your household, including standard deductions from your yearly tax returns.

TAX FILING INFORMATION

If you file federal income taxes, you may be asked about your filing status and whom you claim as a dependent on your taxes.

3 Apply for Coverage

Once you've gathered the information you need to apply, you can create an account and complete your application. If you already had an account on Healthcare.gov, make sure you use the same primary account-holder information when creating your account on CoverME.gov to ensure your account is matched to your existing application information.

4 Shop for a Plan

Select "Shop for Plans" to review plans and choose the one that works best for you and your budget.

5 Pay Your First Month's Premium

For coverage to start, you must pay your first month's premium to your health insurance company before the policy effective date (ex. Jan. 1, 2022). CoverME.gov allows consumers to pay their first month's premium online through the "Pay Now" function.

6 YOU'RE COVERED!

Once you complete all the steps above, you will have successfully enrolled in comprehensive health coverage through CoverME.gov. You will be able to start using your coverage to seek the care you need and have the peace of mind that you are covered!

STILL HAVE QUESTIONS? CHECK OUT ONE OF THESE RESOURCES TO GET THE SUPPORT YOU NEED.

FIND A BROKER OR MAINE ENROLLMENT ASSISTER AT WWW.COVERME.GOV/LOCALHELP
CALL OUR CONSUMER ASSISTANCE CENTER AT (866) 636-0355; TTY 711.

[Download Flyer →](#)

NEWSLETTER: SAMPLE TEXT

HEALTH CARE JUST GOT MORE AFFORDABLE



Enroll in 2022 Health Coverage Now at Maine's New Marketplace, [CoverME.gov](#).

Open Enrollment for 2022 health coverage is here and better than ever. The time to enroll is between November 1, 2021 and January 15, 2022. This year, thanks to new federal funding, more than 80% of people shopping at [CoverME.gov](#) now qualify for financial assistance to help pay for health insurance. Even if you weren't eligible in the past because of your income, it's time to take a second look. All across the state people are finding their low-cost health plans at [CoverME.gov](#), Maine's new Health Insurance Marketplace.

At [CoverME.gov](#), you can compare plans, apply for financial assistance, and get free help from local experts to enroll.

Find a plan with low monthly premiums and out-of-pocket costs that fits your needs and budget, and get covered for your medical appointments, prescriptions, emergency care, mental health care, substance use treatment and more!

Enrollment is open now. See how much you could save on 2022 coverage! For free help to apply, visit [CoverME.gov](#) or call **(866) 636-0355**; TTY **711**. For languages other than English, choose option 4.

[Download Text](#) →

SOCIAL MEDIA

Thank you for supporting CoverME.gov in bringing affordable health insurance to Mainers.

In this social media toolkit you will find graphics and draft social posts to share via your social media accounts. When sharing content, please include the hashtag **#CoverME** and tag us. We encourage you to follow our accounts and like and share our posts!



COVERME.GOV



COVERME_GOV



COVERME.GOV_

SOCIAL MEDIA GRAPHIC 1

SOCIAL COPY

*Open Enrollment is here, and Maine's new Health Insurance Marketplace is open for business!
Visit CoverME.gov to compare your low-cost health insurance options and enroll today.*



[Download Graphic →](#)

SOCIAL MEDIA GRAPHIC 2

SOCIAL COPY

Check out CoverME.gov for affordable health insurance options. This year, more financial help is available to make coverage affordable for more Mainers than ever before. Shop for a plan that fits your needs and budget today!



[Download Graphic →](#)

SOCIAL MEDIA GRAPHIC 3

SOCIAL COPY

Spread the word! CoverME.gov connects Maine's communities with the low-cost health insurance that fits their lives. Tell your friends, neighbors, employees, and coworkers to visit CoverME.gov and check out plan options today.



[Download Graphic →](#)

SOCIAL MEDIA GRAPHIC 4

SOCIAL COPY

With a Plan Compare tool and Customer Assistance Center, it's now easier than ever to find the health plan that's right for you. Go to CoverME.gov/localhelp today for free help to enroll!



[Download Graphic →](#)

SOCIAL MEDIA GRAPHIC 5

SOCIAL COPY

Health plans with low monthly premiums and out-of-pocket costs are waiting for you! Visit CoverME.gov/localhelp and enroll by Dec. 15 to get coverage that begins Jan. 1.



[Download Graphic →](#)

THANK YOU!