

Title: Talking Points on “Where to get help” E-mail

Date: November 9 to November 13

Format: E-mail

Target Audience: Enrolled ConnectorCare subscribers, approximately 86,000 in total

Objective: **Make members aware of our new walk-in center locations for in-person assistance, as well as our list of Navigators around the state**

Notes:

Key Messages: There are many places across the state where members can get free, in-person help during open enrollment and throughout the year.

Communication Text/Design:

Email content:

It’s open enrollment time at the Massachusetts Health Connector! If you’re a current Health Connector member, this is the time of year when you can change plans for any reason. It’s also the time when new members can join the Health Connector.

Need help?

There are now more places than ever before for getting free, in-person help with comparing plans and getting answers to questions about Health Connector health and dental plans.

During open enrollment, we’ll have people to help you in the following cities and towns across the state. Please come see us if you have questions.

Boston

Brockton

Fall River

Lowell

Springfield

Worcester

In addition to help with plan shopping and enrollment, members will be able to use our in-person locations for:

- Dropping off monthly premium payments
- Submitting verification documents (proof), if needed
- Help with general questions about your account

You can also get help from any of the Navigator organizations listed below. Navigators have been trained and certified to help people with applying and enrolling through the Health Connector.

Boston Public Health Commission

Boston

Caring Health Center

Springfield

Community Action Committee of Cape Cod & Islands, Inc.

Hyannis

Cambridge Economic Opportunity Committee

Cambridge

Ecu-Health Care

North Adams

Family Health Center of Worcester

Worcester

Fishing Partnership Support Services

Locations in Chatham, Gloucester, New Bedford, Scituate

Greater Lawrence Community Action Council

Lawrence

Health Care For All

Boston

Hilltown Community Health Care Centers

Worthington

Manet Community Health Center

North Quincy

People Acting in Community Endeavors (PACE)

New Bedford

Tapestry Health

14 locations, including Springfield, Pittsfield, Greenfield

Vineyard Health Care

Oak Bluffs

You can find a full list of all the locations for getting help at www.MAhealthconnector.org/help-center

**Additional
audience Talking
Points**

- Health Connector members who would like to change plans or just explore their options for 2016 coverage should do so online at MAhealthconnector.org during open enrollment, November 1- January 31.
- Members can get help with choosing a plan, or any other general questions they have about their coverage or their account at the Health Connector's new in-person help locations. The full list of locations can be found at: www.MAhealthconnector.org/help-center
- Members can also get help from any of the 14 Navigator organizations. Navigators are people who have been trained and certified to help people apply and enroll in coverage through the Health Connector.