

EXECUTIVE ORDER TO REOPEN AFFORDABLE CARE ACT ENROLLMENT

So What does this Mean? The Department of Health and Human Services is set to reopen enrollment on the Federal Affordable Care Act exchange between **February 15th and May 15th**. This is a reminder that **whether you are a state marketplace, or a healthcare brand** we have great networks that target those **Medicare & Medicaid** consumers that this will impact. Our network consists of senior centers, pharmacies, para-transit, doctors offices, grocery stores, laundromats and American legions.

These are only a few of the venue types we offer within our pre-built network originally created with the Obamacare exchange.

Most, if not all, are expected to reopen their enrollment with the new executive order.

This would give Americans who missed the most recent sign-up period access to Obamacare policies and to feral assistance to pay for them.

Unspent revenue from exchange user fees appears to have **accumulated to more than \$1 billion** over fiscal years of 2018 and 2020, according to Kaiser.

Centers for Medicare and Medicaid services, which runs the federal exchange, said that it **will spend \$50 million on outreach and education, including advertising**. This will also conduct an outreach campaign with community groups and paid advertising to raise awareness of the new opportunities to enroll.

The key to reopening enrollment will be publicized and it will provide help to consumers to sign up. The new administration is promising to conduct a "robust outreach" effort to make people aware of the opportunity.

OUR NETWORKS ALLOW YOU TO REACH NICHE-COMMUNITIES AND SPREAD YOUR MESSAGE ACCROSS THE NATION.



GROCERY STORES



PARATRANSIT



PHARMACIES



SENIOR CENTER



LAUNDROMATS



AMERICAN LEGIONS / V.F.W / ELK CLUBS

SEE WHAT VENUE TYPES WOULD WORK BEST FOR YOUR CAMPAIGN

