

2019 Open Enrollment Key Messaging and Talking Points

Overview

The American Nurses Association (ANA) is committed to keeping individuals enrolled in health insurance plans so they can access the health care and services that they seek. ANA has developed messages and talking points intended to speak to key publics about open enrollment taking place November 1st, 2018 through December 15th, 2018. Please feel free to customize and update with the appropriate stats and data to reach a specific audience. These messages and talking points align with ANA's concerted effort to encourage health care professionals to remind health care consumers in their care about securing coverage during open enrollment.

Key Messages and Talking Points

ANA wants everyone seeking health coverage to visit [HealthCare.gov](https://www.healthcare.gov) during the open enrollment period for federal and state individual health insurance marketplaces November 1st - December 15th.

Preparation in advance of enrolling in and updating existing coverage is key.

ANA suggests these six tips to take advantage of affordable plans and make the most of open enrollment.

1. Remember important deadlines. Now through December 15th is the only time to enroll or re-enroll in an existing plan. Residents in these [12 states](#) will have different exchanges and deadlines to be mindful of in order to get coverage.
2. Gather key documentation. Household details, proof of citizenship, income details and other information may be required to enroll for coverage. Take note of the [information needed](#) before starting the application process.
3. Ask questions and seek advice. Nurses and other health care professionals are ready to help health care consumers navigate the open enrollment process. Additionally, libraries, places of worship, pharmacies, community health centers and schools are some other [great resources](#) for [information](#).
4. Enroll early. This is the best way to avoid the risk of not having coverage in 2019. The [HealthCare.gov](https://www.healthcare.gov) site will be busy the final week before the open enrollment deadline, so don't wait.
5. Take advantage of affordable plans. Most people can find plans with monthly premiums between \$50 and \$100. More affordable plans may be available for those re-enrolling as prices change each year, so shop around.
6. Enrolling is quick and easy. On average, it takes 10 minutes to apply to get health coverage. Enrolling or updating existing plans can be done online or via telephone.

In addition to providing care, nurses are instrumental in raising awareness and educating their patients, communities and health care colleagues about health coverage.

As the nation's most honest and ethical profession and largest group of health care professionals, nurses understand the importance of their patients having quality health coverage.

Nurses know that everyone is a patient at some point, which is why having health coverage is critical.

Nurses are on the front lines of our nation's health care delivery system. They see immediately and first-hand any consequences when their patients do not have health care coverage.

ANA is the premier organization representing the interests of the nation's 4 million registered nurses. For decades, ANA has influenced health care reforms that improve access to affordable, quality health care.

The Affordable Care Act (ACA) has increased access to care for millions of Americans. Many of the benefits in the ACA align with ANA's mission to improve health for all.

Since its passage in 2010, the Affordable Care Act (ACA) provided nearly 16 million Americans health coverage. In 2017, a new administration and Congress assumed power and targeted the ACA for "repeal and replace." Through a combination of political and legislative efforts coupled with strategic approach to earned media, ANA was instrumental three times in stopping the passage of legislation that would repeal the ACA.

ANA encourages nurses and all other health care professionals to remind health care consumers to sign up for health coverage during the open enrollment period November 1st – December 15th.