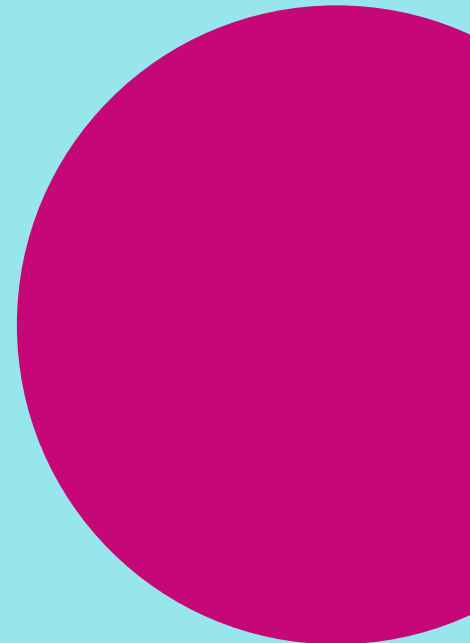![OregonHealthcare.gov logo]

Oregon Health Insurance Marketplace

# Communications Toolkit

Events and Sponsorships

# Overview

The following materials can be repurposed for your event communcation needs. It includes logos as well as messaging about Oregon Health Insurance Marketplace (OHIM) for social media channels, blurbs that can be repurposed for a newsletter or other printed materials, and scripts for 30-second PA announcements or commercials.

If you require additional content including graphics or other visuals, please contact:
**Kirsten Meyer, kirsten@quinnthomas.com** and **OHIMevents@quinnthomas.com.**

# Marketplace Logos

**Evergreen** content that may be used either during or outside open enrollment

Download and utilize the Marketplace logo by clicking on the following links:

OREGON HEALTHCARE.gov
☎ 855-268-3767 (toll-free)

logo with phone for white or non-yellow background

logo with phone for yellow background

logo for white or non-yellow background

logo for yellow background

black and white logo

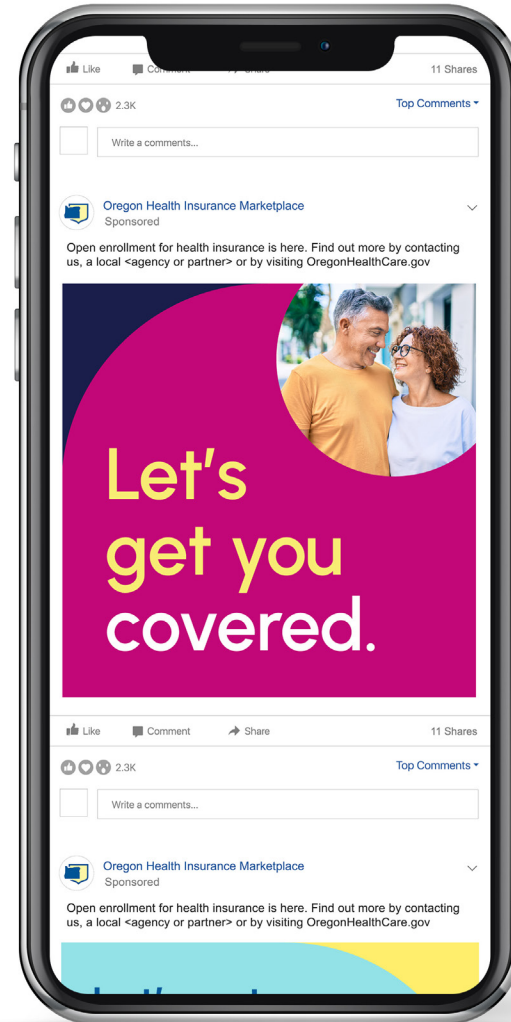all white logo

# Social Media Post

Primarily for use during
**open enrollment:** Nov. 1 – Jan. 15.

**Option 1:**

OregonHealthCare.gov provides Oregonians the opportunity to shop, compare and enroll in a quality health insurance plan designed to meet their health needs. Let's get you covered, Oregon. Enroll in a plan Nov. 1 – Jan. 15 at OregonHealthCare.gov.

**Option 2:**

Open enrollment is here! It's the annual period when you can sign up for health insurance. Let's get you covered, Oregon. Visit OregonHealthCare.gov to get started.

# Social Media Post (cont.)

**Evergreen** content that may be used either during or outside open enrollment

**Option 1:**

OregonHealthCare.gov lets Oregonians shop, compare and enroll in a quality health insurance plan. The Marketplace offers free in-person help to find a plan to fit your budget, and helps you understand your financial assistance options. Visit OregonHealthCare.gov today.

**Option 2:**

Coverage through OregonHealthCare.gov is more affordable than you think. Did you know, 80% of people who bought an insurance plan through the Marketplace last year received financial help? You can, too. Visit OregonHealthCare.gov to learn more.

**Option 3:**

OregonHealthCare.gov offers quality health plans designed to meet all your basic needs and more. They offer free support for comparing and choosing a plan that meets your and your family's needs. Learn more at OregonHealthCare.gov/GetHelp

**Option 4:**

OregonHealthCare.gov offers free in-person guidance for comparing and choosing a plan, and helps you understand your financial assistance options. Find a local expert at OregonHealthCare.gov/GetHelp.

**Option 5:**

Health insurance is more affordable than you think. 80% of people who bought an insurance plan through OregonHealthCare.gov last year received financial assistance—and you can, too. Preview your financial assistance options at OregonHealthCare.gov/WindowShop

**Option 6:**

OregonHealthCare.gov offers quality health plans from trusted insurance companies and offers financial assistance and cost savings on top tier benefits. Receive free, local support finding the right plan for your entire family, designed to meet their needs at any stage of life at OregonHealthCare.gov/GetHelp
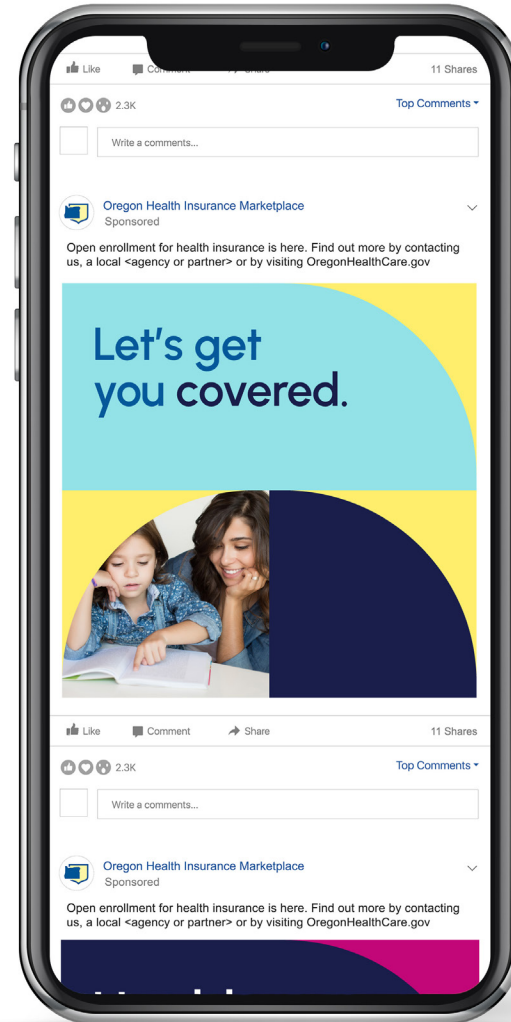
# Social Media Post (cont.)

**Evergreen** content that may be used
either during or outside open enrollment

**Option 7:**

On OregonHealthCare.gov, coverage is more affordable than you
think. Did you know, 80% of people who bought an insurance plan
through the Marketplace last year received financial help? You
can, too. Visit OregonHealthCare.gov to get started.

**Option 8:**

Did you know 96% of Oregonians have health coverage? Let's
make sure you do, too. OregonHealthCare.gov offers in-person
guidance for comparing and choosing a plan, and helps you
understand your financial assistance options. Shop, compare and
enroll today at OregonHealthCare.gov.

# Newsletter Blurbs

## Primarily for use during **open enrollment:** Nov. 1 – Jan 15

**Option 1:**

It's open enrollment season for 2024 private health insurance. If you do not have coverage through a job, OHP, or Medicare, you may be able to enroll through the Marketplace with financial help. The health insurance open enrollment period this year runs from November 1 to January 15. For free help from health coverage experts, visit OregonHealthCare.gov/GetHelp.

**Option 2:**

Open enrollment is here! It's the annual period when you can sign up for health insurance. It ends January 15. OregonHealthCare.gov provides Oregonians the chance to easily shop for, compare and enroll in a quality health insurance plan designed to meet your health needs. Let's get you covered, Oregon. Visit OregonHealthCare.gov to get started.

## **Evergreen** content that may be used either during or outside open enrollment

**Option 3:**

The Oregon Health Insurance Marketplace helps people get health insurance when they do not have job-based coverage, and do not qualify for the Oregon Health Plan or another public program. It offers quality health plans designed to meet all basic needs and more through OregonHealthCare.gov. 96 percent of Oregonians have health insurance, and 80 percent of people who applied for financial help qualified in 2023. You can, too. Let's get you covered, Oregon. Visit OregonHealthCare.gov to get started.

**Option 4:**

On OregonHealthCare.gov, coverage is more affordable than you think. Did you know, 80% of people who bought an insurance plan through the Marketplace last year received financial help? You can, too. The Marketplace offers quality health plans designed to meet all your basic needs and more. Visit OregonHealthCare.gov to get started.

# 30-second PA Announcement/Commercial Scripts

Primarily for use during
**open enrollment**: Nov. 1 – Jan 15

**Option 1:**

Open enrollment is here!

It's the annual period when you can sign up for health insurance. It ends January 15.

OregonHealthCare.gov provides Oregonians the chance to easily shop for, compare and enroll in a quality health insurance plan designed to meet your health needs.

Let's get you covered, Oregon.

Visit OregonHealthCare.gov to get started..

**Option 2:**

Open enrollment is here!

It's the annual period when you can sign up for health insurance. It ends January 15.

Free, in-person assistance is available near you to find a quality health plan for your entire family, designed to meet their needs at any stage of life.

Let's get you covered, Oregon.

Visit OregonHealthCare.gov to get started.

# 30-second PA Announcement/Commercial Scripts
(cont.)

**Evergreen** content that may be used either during or outside open enrollment

**Option 1:**

Health insurance might be more affordable than you think.

OregonHealthCare.gov offers in-person guidance for comparing and choosing a plan, and helps you understand your financial assistance options.

80% of people who bought an insurance plan through the Marketplace last year received financial help–and you can, too. We'll help you find quality coverage in your budget.

Let's get you covered, Oregon. Visit OregonHealthCare.gov.

**Option 2:**

Health insurance might be more affordable than you think.

OregonHealthCare.gov offers in-person guidance for comparing and choosing a plan, and helps you understand your financial assistance options.

Did you know - 96% of Oregonians have health coverage? Let's make sure you do, too. We'll help you find quality coverage in your budget.

Visit OregonHealthCare.gov to get started.

**Option 3:**

On OregonHealthCare.gov, coverage is more affordable than you think.

Did you know, 80% of people who bought an insurance plan through the Marketplace last year received financial help? You can, too.

The Marketplace offers quality health plans designed to meet all your basic needs and more.

Visit OregonHealthCare.gov to learn more.

**OREGON HEALTHCARE.GOV**

# Thank you