



# Covering New Hampshire

Your Gateway to the Health Insurance Marketplace

## Education & Outreach Plan and Marketplace Assister Overview

## Identifying Our Targets

-  Individuals who applied to the FFM
-  Individuals served by DHHS
-  Likely eligibles in the general population

## Research-Based Messaging

-  Two statewide surveys
-  Focus groups

## Multi-Channel Delivery

-  Earned Media
-  Social Media
-  Digital Media
-  Direct Mail

### ▶ Profile of the Uninsured

- ❖ 63% Male
- ❖ 34% Aged 18-29
  - 61% Aged 18-39
- ❖ 36% Have a high school education or less
  - 80% Didn't graduate from college
- ❖ 48% Live in South, 52% Live in North
- ❖ 90% Employed as hourly workers

### ▶ Key Message Points

- ❖ The law has changed, providing two new coverage options
- ❖ A new opportunity to get covered at little or no cost to you
- ❖ Thousands are eligible (*always show FPL chart*)
- ❖ Check out your options on [coveringnewhampshire.org](http://coveringnewhampshire.org)

### ▶ Consistency and Repetition

- ❖ Simple, straightforward, consistent

# A Multi-Channel Campaign

Channel	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
Television								
PSAs								
Radio								
Direct Mail								
Digital								
Field								

Category	Sub-Category
<b>Learn More</b>	<ul style="list-style-type: none"> <li>▪ Get Started</li> <li>▪ Health Insurance Glossary</li> <li>▪ Do I Need Health Insurance?</li> <li>▪ Success Stories</li> </ul>
<b>Health Insurance Marketplace</b>	<ul style="list-style-type: none"> <li>▪ About the Health Insurance Marketplace</li> <li>▪ Financial Assistance</li> <li>▪ How to Compare Plans</li> <li>▪ Compare Plans Now</li> <li>▪ Enroll Now</li> <li>▪ For Small Employers</li> </ul>
<b>NH Health Protection Program</b>	<ul style="list-style-type: none"> <li>▪ About the NH Health Protection Program</li> <li>▪ Enroll Now</li> </ul>
<b>Get Help</b>	<ul style="list-style-type: none"> <li>▪ In-Person Assisters</li> <li>▪ Producers</li> <li>▪ Events</li> </ul>

- ▶ **New Hampshire Specific Calculator**
  - ❖ **NHHPP Eligibility**
  - ❖ **FFM Financial Assistance Eligibility**
  
- ▶ **Plan Comparison**
  
- ▶ **Producer Locator/Look-Up Tool**

Topic	Description	Mail Quantity
Joint Outreach Mailer 1	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 2	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 3	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 4	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 5	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 6	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 7	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 8	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 9	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 10	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 11	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 12	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
Joint Outreach Mailer 13	10.5x12, 1-Fold, Covers Both CNH & NHHPP	49,000
<b>TOTAL</b>		<b>637,000</b>

## Need Health insurance?

Discover two new, low-cost options for Granite Staters.



Covering New Hampshire  
P.O. Box 2336  
Concord, NH 0330

Post Std  
U.S. Postage  
PAID  
TPG



Find affordable health insurance that work for you at

[www.CoveringNewHampshire.org](http://www.CoveringNewHampshire.org)

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## The New Hampshire Health Protection Program & The Health Insurance Marketplace:

Two new options for affordable health coverage.

# 1

### The New Hampshire Health Protection Program:

The New Hampshire Health Protection Program, part of the New Hampshire Department of Health and Human Services, provides high-quality health insurance to low-income Granite Staters at little or no cost.

# 2

### The Health Insurance Marketplace:

The Health Insurance Marketplace provides more than 60 high-quality health insurance plan choices. Thousands of Granite Staters are eligible for financial assistance if they enroll in a Marketplace plan, with plans costing as little as \$50 per month.



### Both programs offer quality health coverage.

Whether you're eligible for the New Hampshire Health Protection Program or you choose a plan through the Health Insurance Marketplace, you'll be covered for regular check-ups with your doctor, prescription drugs, emergency room visits, visits to specialists and more.

### Find out which program works for you, and get covered now.

Thousands of Granite Staters are eligible for coverage through the New Hampshire Health Protection Program or financial assistance through the Health Insurance Marketplace. Find your yearly household income on the chart below to see which program you may be eligible for:

You may be eligible for:	Number of people in your household			
	1	2	3	4
Health insurance at no cost through the New Hampshire Health Protection Program	\$0 - \$16,105	\$0 - \$21,707	\$0 - \$27,310	\$0 - \$32,913
Lower premiums and lower out-of-pocket costs through the Health Insurance Marketplace	\$16,106 - \$28,725	\$21,708 - \$38,774	\$27,311 - \$48,825	\$32,914 - \$58,875
Lower premiums through the Health Insurance Marketplace	\$16,106 - \$45,960	\$21,708 - \$62,040	\$27,311 - \$78,120	\$32,914 - \$94,200

Learn more and get covered now at

[www.CoveringNewHampshire.org](http://www.CoveringNewHampshire.org)