Maryland Health Connection's
Beat the Rush
Enrollment Events: Nov. 3-5

Communication Toolkit for Event Promotions

Open enrollment begins on Nov. 1, and Maryland Health Connection is encouraging Marylanders to *Beat the Rush* and sign up for coverage early. In partnership with consumer assistance organizations, Maryland Health Connection is offering enrollment events across the state on Friday, Nov. 3, through Sunday, Nov. 5.

We appreciate your willingness to help spread the word about these enrollment opportunities. We have prepared template communications to help you easily share information via emails, websites, talking points and social media. If you have questions, please contact Communications and Outreach Coordinator Jenny Mancha at Jenny.Mancha@Maryland.gov.

This toolkit contains:

- List of enrollment event locations across the state
- Save the Date graphic & email
- Newsletter/email language
- Website language and buttons
- Talking points
- Facebook and Twitter posts and graphics

Visit MarylandHealthConnection.gov/events for more information.

Beat the Rush Event Details

County	Date & Time	Location
Allegany County	Nov. 5 10 a.m. – 4 p.m.	Area Health Education Center West 39 Baltimore St. Suite 201 Cumberland, MD 21502
Baltimore City	Nov. 4 10 a.m. – 2 p.m.	Southeast Anchor Library 3601 Eastern Ave. Baltimore, MD 21224
Calvert County	Nov. 4 10 a.m. – 1 p.m.	Southern Community Center Multipurpose Room 2 20 Appeal Lane Lusby, MD 20657
Carroll County	Nov. 4 10 a.m. – 2 p.m.	Carroll Community College Room M-157 1601 Washington Road Westminster, MD 21157
Cecil County	Nov. 4 10:30 a.m. – 1 p.m.	Cecil County Public Library – Elkton Branch 301 Newark Ave. Elkton, MD 21921
Cecil County	Nov. 3 6:30 – 8 p.m.	Cecil College – Elkton Station 107 Railroad Ave. Elkton, MD 21921
Charles County	Nov. 3 4 – 7 p.m.	Seedco Office at Health Partners 3070 Crain Hwy Waldorf, MD 20601
Dorchester County	Nov. 3 4 – 7 p.m.	Eastern Shore Area Health Education Center 814 Chesapeake Dr. Cambridge MD 21613
Harford County	Nov. 3 5 – 7 p.m.	Harford Community Action Agency 1321 Woodbridge Station Way Edgewood, MD 21040
Harford County	Nov. 3 5 – 7:30 p.m.	Seedco 2830 Churchville Road Churchville, MD 21028
Harford County	Nov. 4 1 – 3:30 p.m.	Aberdeen Public Library 21 Franklin St. Aberdeen, MD 21001

County	Date & Time	Location
Harford County	Nov. 4 10:30 a.m. – 1 p.m.	Bel Air Public Library 100 E. Pennsylvania Ave Bel Air, MD 21014
Montgomery County	Nov. 4 9:30 a.m. – 3 p.m.	Silver Spring Service Center 8818 Georgia Ave. 2nd Floor Silver Spring, MD 20910
Montgomery County	Nov. 4 9:30 a.m. – 3 p.m.	Germantown Regional Service Center 12900 Middlebrook Road, 2nd Floor Germantown, MD 20874
Prince George's County	Nov. 4 11 a.m. – 3 p.m.	Langley Park Community Center 1500 Merrimac Drive Hyattsville, MD 20783
Queen Anne's County	Nov. 4 11 a.m. – 1:30 p.m.	Queen's Anne's County Library Kent Island Branch 200 Library Circle Stevensville, MD 21666
St. Mary's County	Nov. 4 10 a.m. – 1 p.m.	Lexington Park Library Longfellow Room 21677 Franklin Delano Roosevelt Blvd. Lexington Park, MD 20653
Washington County	Nov. 4 10:30 a.m. – 4 p.m.	Washington County Library Main Branch 100 S. Potomac St. Hagerstown, MD
Wicomico County	Nov. 4 10 a.m. – 2 p.m.	One Stop Job Market 31901 Tri-County Way Salisbury, MD 21804
Worcester County	Nov. 4 10 a.m. – 2 p.m.	Ocean City Youth Health Center 4 Caroline St. Ocean City, MD 21842

Visit MarylandHealthConnection.gov/events for the most up-to-date event listings.

Save the Date

Use this email content to encourage your community partners to mark their calendars in preparation for Beat the Rush events! Use the header image in the body of your email.

Email Subject: Save the Date! Health Insurance Enrollment Events Nov. 3-5

Open enrollment is Nov. 1 to Dec. 15 – but why wait? *Beat the Rush* and get free help signing up for health insurance through Maryland Health Connection at events across the state November 3-5.

Remember, Maryland Health Connection is the only place to get financial help with your health plan. In fact, 9 out of 10 people who got covered through Maryland Health Connection got financial help that lowered the cost of their plan.

Enrollment experts will offer free help signing up for coverage at *Beat the Rush* events. Visit MarylandHealthConnection.gov/BeatTheRush to find an enrollment event near you.

Newsletter/Email Language

Need health insurance? MarylandHealthConnection.gov is a one-stop shop to browse plans and compare coverage and costs. And, it's the *only* place to get financial help with your health plan.

You have until Dec. 15 to enroll in coverage for next year − but why wait? *Beat the rush* and get free, in-person help signing up the weekend of Nov. 3-5 at a Maryland Health Connection enrollment event.

Go to MarylandHealthConnection.gov/BeatTheRush to find an event near you. Get ahead of the game and get covered before the Dec. 15 deadline. Don't wait until it's too late!

Website Language

General

Need health insurance? Visit MarylandHealthConnection.gov today. It's the only place you can get financial help with your health plan. In fact, 9 out of 10 people who got covered through Maryland Health Connection got financial help that lowered the cost of their plan.

Enrollment Event Promotion

Need health insurance? *Beat the Rush* and sign up before the Dec. 15 deadline. Visit MarylandHealthConnection.gov today to enroll or search for a free enrollment event near you the weekend of Nov. 3-5. Don't wait until it's too late!

Website Buttons

You can link to MarylandHealthConnection.gov by placing a button on your website. It's an easy way to connect your community to important information about their health insurance options. To post this button, copy and paste the HTML code below directly into your site.

HTML code:

HTML code:

Talking Points

- We'd like to remind you that the open enrollment period for health insurance through Maryland Health Connection starts on Nov. 1 and ends on Dec. 15.

- Maryland Health Connection is our state's health insurance marketplace where you can get affordable health care.

- The website, MarylandHealthConnection.gov, offers the chance to browse plans and compare coverage and costs. And you can enroll online too!

- Maryland Health Connection also offers free, **in-person** help enrolling.

- On Nov. 3 through 5, come to one of the free *"Beat the Rush"* enrollment events, where trained experts will help you sign up for a health plan before the Dec. 15 deadline. **(Discuss the event locations nearby – see table on page 2 or visit MarylandHealthConnection.gov/BeatTheRush)**

- Remember, Maryland Health Connection is the **only** place to get financial help with your health plan. In fact, 9 out of 10 people got financial help that lowered the cost of their plan.

- You also can enroll in Medicaid through Maryland Health Connection at any time of the year.

- Just remember, if you want to be covered in 2018, you have to sign up by Dec.15.

- Don't wait! Get covered today.

Social Media Posts and Graphics

Visit https://www.marylandhbe.com/news-and-resources/social-media-toolkit/ to access our social media toolkit. You'll find content and graphics for Facebook, Twitter, Instagram and YouTube. Here are a few examples for #BeatTheRush events.

Facebook

Follow us on Facebook (https://www.facebook.com/MarylandConnect/) and tag us in your posts using the @ functionality.

Open enrollment is here! Get ahead of the game and #BeatTheRush by signing up early. Visit MarylandHealthConnection.gov/BeatTheRush to find a free enrollment event near you Nov. 3−5.

>>> Download the image.

Early bird gets the…peace of mind of being covered in 2018. #BeatTheRush to sign up for a health plan before the 12/15 deadline. Visit MarylandHealthConnection.gov today to get started or find an enrollment event near you Nov. 3−5.

>>> Download the image.

Don't be the last one to the party. Go to MarylandHealthConnection.gov and get your health plan for 2018. #BeatTheRush

>>> Download the image.

@Maryland Health Connection is the only place you can get help paying for a health plan. Don't wait until it's too late. #BeatTheRush and sign up before the Dec. 15 deadline at MarylandHealthConnection.gov

Twitter

Follow us on Twitter (https://twitter.com/MarylandConnect) and tag us in your posts using the @ functionality.

#BeatTheRush to find the right health plan for you. Visit MarylandHealthConnection.gov/BeatTheRush to find local signup help Nov. 3–5 @MarylandConnect

> >>> Download the image.

The final deadline for 2018 health plans is Dec. 15. #BeatTheRush: sign up near you Nov 3–5. Find event info at MarylandHealthConnection.gov/BeatTheRush

Make sure your family is covered for 2018. Deadline for @MarylandConnect plans is 12/15 so get started today to #BeatTheRush!

> >>> Download the image.

Need health insurance? #BeatTheRush and sign up thru @MarylandConnect at a free event near you Nov. 3−5 MarylandHealthConnection.gov/BeatTheRush

#BeatTheRush to #GetCovered by the 12/15 deadline! Sign up w/@MarylandConnect Nov. 3−5. Find an event near you: MarylandHealthConnection.gov/BeatTheRush

Need health insurance? #BeatTheRush & meet @MarylandConnect for in-person help at a free event near you: MarylandHealthConnection.gov/BeatTheRush

Graphics Gallery
Download images at the links below.

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