Title: Talking Points on Shopping E-mail	
Date:	November 2 to November 6
Format:	E-mail
Target Audience:	Health Connector subscribers enrolled in an unsubsidized Health Connector plan or a plan with a tax credit only (excludes ConnectorCare members). Approximately 28,000 in total
Objective:	**Encourage shopping among members and let them know how they can compare plans and where they can get help in person**
Notes:	
Key Messages:	Shopping during open enrollment is the best way to find a plan that meets your budget and healthcare needs for 2016. Free, in-person help is available in many locations.

Communication Text/Design:

Email content:

It's open enrollment time at the Massachusetts Health Connector! If you're a current Health Connector member, this is the time of year when you can change plans for any reason. It's also the time when new members can join the Health Connector.

Find the best plan for your family for 2016

Plan costs and provider networks can change every year. Shopping to compare your options during open enrollment is the best way to find a plan that meets your budget and healthcare needs for next year.

We have many health plans to choose from and new tools to help you shop

You may be able to find a plan with a lower monthly cost that offers similar benefits to those you have today, with the providers (such as doctors and hospitals) that you want to see.

Keep in mind when you're shopping through the Health Connector:

- **Does this plan cover the providers I want to use?**
  Use our new Find a Provider tool to find a plan with the providers you want.
- **Can I afford the costs?**
  In general, the lower your monthly premium, the higher your out-of-pocket costs will be when you get covered services. Before you choose a plan, think about the kinds of health care services (like doctor appointments, or prescriptions drugs) your family may need, and how often you think you'll need those services next year. Learn more about health plan costs

Need help?

There are now more places than ever before for getting free, in-person help with comparing plans and getting answers to questions about Health Connector health and dental plans.

During open enrollment, we'll have people to help you in the following cities and towns across the state. Please come see us if you have questions.

Boston

<table>
<tr><td colspan="2">Brockton

Fall River

Lowell

Springfield

Worcester

You can find a full list of all the locations for getting help at www.MAhealthconnector.org/help-center
In addition to help with plan shopping and enrollment, members will be able to use our in-person locations for:
• Dropping off monthly premium payments
• Submitting verification documents (proof), if needed
• Help with general questions about your account</td></tr>
<tr><td>Additional audience Talking Points</td><td>• Health Connector members who would like to change plans or just explore their options for 2016 coverage should do so online at MAhealthconnector.org during open enrollment, November 1- January 31.
• Shopping during open enrollment is the best way for member to find a plan that meets their budget and healthcare needs for 2016.
Members can get help with choosing a plan, or any other general questions they have about their coverage or their account at Health Connector in-person help locations. The full list of locations can be found at: www.MAhealthconnector.org/help-center</td></tr>
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