



American Rescue Plan Suggested Messaging for Enrollers

This guide is intended to help you contact consumers with messaging tailored to their household's circumstances. The suggested talking points here have been market-tested with real consumers.

Consumer Group	Below 400% FPL	Above 400% FPL
<p>Off-Exchange, Already Insured</p>	<ul style="list-style-type: none"> • The American Rescue Plan could save you hundreds—or even thousands—of dollars a month! • There is more financial help than ever before. • If you enroll in the same plan and provider network (PPO or HMO) at Covered California, you can keep your Primary Care Provider, and payments toward your Deductible and Maximum Out of Pocket will transfer to the new plan. 	<ul style="list-style-type: none"> • The American Rescue Plan could save you hundreds—or even thousands—of dollars a month! • Huge tax credits are available—but only if you purchase through Covered California. • If you enroll in the same plan and provider network (PPO or HMO) at Covered California, you can keep your Primary Care Provider, and payments toward your Deductible and Maximum Out of Pocket will transfer to the new plan.
	<p align="center">Click here for a template letter you may email or direct mail to your clients.</p>	

<p>Current Covered California Enrollees</p>	<ul style="list-style-type: none"> • The American Rescue Plan could save you hundreds—or even thousands—of dollars a month! • There is more financial help than ever before. • Any additional financial help will be automatically applied (effective May 1) if you submitted a Subsidized Application and have active Consent for Verification on file. Need help checking your application type or updating your consent? Give us a call! <p><i>Note: Covered California is contacting consumers who have expired Consent for Verification, urging them to update consent.</i></p>
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<p>Past Client Win-Backs</p>	<ul style="list-style-type: none"> • The American Rescue Plan could save you hundreds—or even thousands—of dollars a month! • There is more financial help than ever before. • If you are enrolled already, you may be able to transfer your coverage to the same plan and provider network (PPO or HMO) at Covered California. If your same plan and provider network is available, you can keep your Primary Care Provider, and payments toward your Deductible and Maximum Out of Pocket will transfer to the new plan. 	<ul style="list-style-type: none"> • The American Rescue Plan could save you hundreds—or even thousands—of dollars a month! • Huge tax credits are available—but only if you purchase through Covered California. • If you are enrolled already, you may be able to transfer your coverage to the same plan and provider network (PPO or HMO) at Covered California. If your same plan and provider network is available, you can keep your Primary Care Provider, and payments toward your Deductible and Maximum Out of Pocket will transfer to the new plan.
	<p>Click here for a template letter you may email or direct mail to your past clients.</p>	

<p>Currently Uninsured</p>	<ul style="list-style-type: none"> • Over one million uninsured Californians are eligible for increased financial help and tax credits if they purchase their insurance through Covered California. • Some Californians will see monthly premiums as low as \$1 per member, per month! • The United States Citizenship and Immigration Services has stopped applying the 2019 Public Charge regulation to all pending applications and petitions. Purchasing insurance through Covered California and receiving financial help to pay for the insurance does not make an individual a “Public Charge”. <p>Note: Covered California Certified Enrollers are expected to follow all appropriate federal and state rule regarding unsolicited communications.</p>
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