Open Enrollment 2019 Toolkit

Last Update: October 30th, 2018

The health insurance Open Enrollment period for 2019 is coming up, from November 1st, 2018 until December 15th, 2018. The purpose of this toolkit is to provide interested libraries with ideas on programming and resources they can provide their patrons on enrolling in a health care plan.

If you have any feedback or suggestions on this toolkit, please email Amelea Kim at akim@mt.gov!

Thanks to Cover MT for providing handouts and information to help with the creation of this toolkit!

Table of Contents

Important Dates

Enrollment Period: 11/1/18 - 12/15/18
Medicare Enrollment Period: 10/15/18 - 12/15/18

These are the time periods where people can make changes to their existing health insurance plans or enroll in a new plan for 2019. All plans/changes that are made during these time periods will take effect starting January 1st, 2019

Ideas for Programming

1. Host a local SHIP counselor at your library to give health insurance advice for Medicare
   a. SHIP = State Health and Insurance Assistance Program
   b. The Montana State Health Insurance Assistance Program **(SHIP)** is a free health-benefits counseling and advocacy service for Medicare beneficiaries and their families or caregivers. Our mission is to educate, advocate FOR, counsel and empower people to make informed benefit decisions.
   c. For more information, visit the [DPHHS SHIP Website](#)
2. Contact a local health insurance consultant and ask them to give a presentation/host a health insurance drop in hour
   a. You can find a local health insurance consultant using your zip code with the following tools:
      i. [Local Help from Healthcare.gov](#) (Registered brokers and insurance consultants)
      ii. [Cover MT - Find Local Help](#) (Navigators and CACs)
      iii. [Cover MT - Indian Country Enrollment Assisters](#)

Social Media/Printables

Social Media Posts

1. [Social Media TV Display](#) (Editable .pptx file):

Printables

1. [Open Enrollment Bookmark](#) (Editable .pptx file):
2. [Open Enrollment Poster](#) (Editable .pptx file):

Open Enrollment Display

1. [Open Enrollment Board Display](#) (Editable .docx file):

Other Printables

1. [Open Enrollment Checklist from Healthcare.gov](#)
2. [Open Enrollment Poster from Cover MT](#)
3. [Open Enrollment Medicaid Flyer from Cover MT](#)
4. [Open Enrollment Native Flyer from Cover MT](#)

Computer/Website Things

1. Include a banner or blurb on the main page of your website talking about Open Enrollment
2. Have a separate page on your website with links to Open Enrollment Information. Here are some useful links you can include:
   a. Important Websites:
      i. [Medicare.gov](#)
      ii. [Healthcare.gov](#)
   b. What you need
      i. [Health Insurance Application Checklist - Cover MT](#)
   c. FAQ pages:
      i. [Healthcare.gov FAQ page](#)
      ii. [Cover MT - Health Insurance Basics](#)
      iii. [Medicare 101 from Montana DPHHS](#)
   d. Local People to Contact for Assistance
      i. [SHIP Counselors from Montana DPHHS](#)
      ii. [American Indian Assisters - Cover MT](#)
      iii. [Find Local Help - Healthcare.gov](#)
3. Embed the "[Get Covered Connector" widget](#) to your website from ALA
4. Bookmark healthcare.gov and medicare.gov and covermt.org on your local computers
5. Bookmark "[Get Ready for Open Enrollment](#)" on your local computers
   a.

PLA Mini-Grants

PLA is giving out mini-grants in the amount of $300 for libraries to do outreach and programming around Open Enrollment! The application takes about 5 minutes to fill out, and there are some programming ideas and resources you can use on the [PLA Mini-Grants for Open Enrollment webpage](#)
[PLA Mini-Grant Application Link](#)

Other Resources

Webjunction E-health Course: Webjunction has a great online guide about the Affordable Care Act at your library, and common patron questions that come up regarding health insurance and open enrollment. To access the guide, visit the [Webjunction Ehealth Course](#) page.