



# Special Enrollment Period Readiness Toolkit

# Social media posts

## CHANGE

- Change can be good! Certain life events can qualify you for a special enrollment period to sign up for a health plan, like a high-quality Cascade Care plan, outside of open enrollment. Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) to apply for special enrollment. #StayCoveredWA
- What's new with you? Certain life events can qualify you for a special enrollment period to sign up for a health plan, like a high-quality Cascade Care plan, outside of open enrollment. Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) to apply. #StayCoveredWA
- Change is in the air! Certain life events can qualify you for a special enrollment period to sign up for a health plan outside of open enrollment. Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) to sign up for a new health plan. #StayCoveredWA
- Need coverage? Certain life events may qualify you for a special enrollment period to sign up for a health plan outside of open enrollment. Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) to sign up for a new health plan. #GetCoveredWA

# Social media posts

## NEWBORN

- Life can take you by surprise, but certain life events can qualify you for special enrollment! Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) to sign up for a new health plan. #GetCoveredWA
- You've waited months to meet your bundle of joy and now they're here! Protect the health of both you and your baby with a new insurance plan. Apply for a special enrollment period at [wahealthplanfinder.org](http://wahealthplanfinder.org) and #GetCoveredWA.
- An opportunity is born! Protect the health of both you and your baby with a new insurance plan. Apply for a special enrollment period at [wahealthplanfinder.org](http://wahealthplanfinder.org) and #GetCoveredWA.
- Congratulations on your new arrival! Protect the health of both you and your baby with a new insurance plan. Apply for a special enrollment period at [wahealthplanfinder.org](http://wahealthplanfinder.org) and #GetCoveredWA.

# Social media posts

## EARLY RETIREMENT

- Life can take you by surprise, but early retirement and other life events can qualify you for special enrollment! Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) to sign up for a new health plan. #GetCoveredWA
- Retiring early and need health coverage? Retirement and other life events can qualify you for special enrollment. Shop for a new plan and learn more at [wahealthplanfinder.org](http://wahealthplanfinder.org) . #GetCoveredWA
- For all life events big and small, we're here for you! Retiring early can qualify you for special enrollment. Shop for a new plan and learn more at [wahealthplanfinder.org](http://wahealthplanfinder.org) . #GetCoveredWA
- Congratulations, you're retiring! Retirement can qualify you for special enrollment, this means you can sign up for health coverage outside of open enrollment. Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) #StayCoveredWA

## NEWLYWEDS

- Life is full of changes — both planned and unplanned! Some life events qualify you for a special enrollment period. Get started at [wahealthplanfinder.com](http://wahealthplanfinder.com) and #GetCoveredWA.
- Congratulations on your wedding! Start your new life out on the right foot and ensure you and your spouse's health are protected. Learn more at [wahealthplanfinder.org](http://wahealthplanfinder.org) and #GetCoveredWA.
- The wedding is over and your life together is beginning. Ensure you and your new spouse's health is protected. Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) and #GetCoveredWA.

# Social media posts

## MOVING

- New to Washington? Recently moved to a new county within the state? You may qualify for special enrollment! Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) to sign up for a new health plan. #StayCoveredWA
- Welcome to Washington! Need health insurance? You may qualify for special enrollment! Get started at [wahealthplanfinder.org](http://wahealthplanfinder.org) to sign up for a new health plan. #GetCoveredWA

## CASCADE CARE SAVINGS

- Did you know, some Washingtonians can apply for health insurance at any time with Cascade Care Savings? Find out if you qualify and sign up for savings exclusive to Washington Healthplanfinder at [wahealthplanfinder.org](http://wahealthplanfinder.org)! #GetCoveredWA
- Need coverage? Some Washingtonians can apply for health insurance at any time with Cascade Care Savings! Find out if you qualify, compare plans, and learn more at [wahealthplanfinder.org](http://wahealthplanfinder.org)! #GetCoveredWA
- Open enrollment may be over, but there are still savings to be found! Some Washingtonians can apply for coverage at any time with Cascade Care Savings. Find out if you qualify, discover the perfect plan for you and learn more at [wahealthplanfinder.org](http://wahealthplanfinder.org). #GetCoveredWA
- Say yes! Cascade Care plans cover more services before meeting a deductible, including primary care visits, mental health services, and generic drugs. Year-round enrollment is available for some Washingtonians. Get started at [www.wahealthplanfinder.org](http://www.wahealthplanfinder.org).

# Social media posts

## JOB LOSS

- Losing employer-sponsored health insurance because of job loss doesn't mean you need to go without health insurance. At [wahealthplanfinder.org](http://wahealthplanfinder.org), you can compare health insurance options that fit your needs and lifestyle and #StayCovered.
- Losing employer-sponsored health insurance because of job loss doesn't mean you need to go without health insurance. At [wahealthplanfinder.org](http://wahealthplanfinder.org), you can compare health insurance options that fit your needs and lifestyle and #StayCovered.
- Between jobs? Make sure your health is still protected. #StayCovered by visiting [wahealthplanfinder.org](http://wahealthplanfinder.org) and find a plan that works for you today.
- After a lay off or furlough, it is important to #StayCovered. Review all the health coverage and savings options available to you at [wahealthplanfinder.org](http://wahealthplanfinder.org).
- Losing employer-sponsored insurance? Learn what health coverage and savings are available to you and your family now at [wahealthplanfinder.org](http://wahealthplanfinder.org) and #StayCovered.
- Lost your job? We can help you maintain your health insurance. Visit [wahealthplanfinder.org](http://wahealthplanfinder.org) to find a health plan that fits your lifestyle.
- If you've recently found yourself unemployed and uninsured, you may qualify to apply for health insurance outside of open enrollment. Find out if you're eligible, learn what your options are and #StayCovered at [wahealthplanfinder.org](http://wahealthplanfinder.org).

# Newsletter text

Open enrollment is not the only time of year you can sign up for a new health plan — various life events will prompt a special enrollment period. Moving, job loss, marriage and more, are reasons these open. A Cascade Care Savings Special Enrollment Period is available to customers who qualify for state-funded premium financial assistance. Cascade Care Savings is for Washingtonians who make up to 250% of the federal poverty level (FPL) — \$33,975 for an individual and \$57,575 for a three-person household.

If you're not already enrolled in a Cascade Care Silver or Gold plan and you qualify for Cascade Care Savings, a monthly special enrollment period is available. This allows customers to get a high-quality qualified health plan and additional premium savings from Washington Healthplanfinder. Find out if you qualify for new Cascade Care Savings, switch to a Cascade Care Silver or Gold plan and start saving on high quality health insurance for 2023 at [wahealthplanfinder.org](http://wahealthplanfinder.org).

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Life doesn't always go according to plan *Washington Healthplanfinder* is here for you! Whether you recently moved, are between jobs, newlywed or whatever your reason may be, Washington Healthplanfinder is here to help ensure you stay insured.

*Washington Healthplanfinder* has tools to help you navigate health coverage and find new health plan options — like Cascade Care. These plans cover primary care visits, mental health services, and generic drugs all before meeting a deductible. See if you qualify at [wahealthplanfinder.org](http://wahealthplanfinder.org).

# Talking points

Cascade Care Savings Special Enrollment Period is available to those who qualify for Cascade Care Savings but who are not currently enrolled in a Cascade Care Silver or Gold plan, available exclusively through *Washington Healthplanfinder*. Enrollment assisters are located all across Washington state at no cost to the customer.

**It costs nothing to shop *Washington Healthplanfinder*.**

- If not already enrolled in a Cascade Care Silver or Gold plan, eligible customers qualify for a Cascade Care Savings Special Enrollment Period, available monthly.
- Cascade Care Savings is a new state-funded premium assistance program available to individuals and families earning up to 250% of the federal poverty limit — generally full-time, minimum wage workers.
- Cascade Care Savings is for Washingtonians who make up to 250% of the federal poverty level (FPL) — \$33,975 for an individual and \$57,575 for a three-person household.
- Checking your options is free and secure. You can browse [wahealthplanfinder.org](http://wahealthplanfinder.org) anonymously for a savings estimate or take a few minutes to create an account and see exactly how much you could save.
- You are not alone. Certified experts across the state can help you shop for a health plan. They can guide you to the best deal from trusted brands and local carriers.

**Need coverage outside of open enrollment? *Washington Healthplanfinder* offers special enrollment periods throughout the year to help you enroll.**

- Find yourself without health insurance? *Washington Healthplanfinder* is here for you! Whether you recently moved, are between jobs, are newlywed — whatever your reason may be, *Washington Healthplanfinder* is here to help ensure you stay insured.
- Life doesn't always go according to plan. When you find yourself in need of health insurance outside of open enrollment, a variety of events can open a special enrollment period. Visit [wahealthplanfinder.org](http://wahealthplanfinder.org) when you experience a change in health insurance coverage to discover your options.
- Special enrollment periods allow individuals and families to buy health insurance outside of open enrollment. Moving, getting married, having a baby, and more, are all reasons you may be able to sign up for a new health plan. Visit [wahealthplanfinder.org](http://wahealthplanfinder.org) to get started.

**Eligible Washingtonians can health insurance for as little as \$10 per month through *Washington Healthplanfinder***

- Many people who do not have insurance can get covered at little to no cost through *Washington Healthplanfinder*. With new Cascade Care Savings, eligible customers may find premiums less than \$10 a month or as low as \$0.

# Talking points

**Cascade Care Savings is for eligible customers in Cascade Care Silver or Gold plans, only available through *Washington Healthplanfinder*.**

- People who buy a non-Cascade or Cascade Care Bronze plan could save big if they switched to a Cascade Care Savings-eligible plan.
- What you've already spent toward your deductible is transferrable to a new Cascade Care Silver or Gold plan through *Washington Healthplanfinder*.
- Cascade Care plans, only available through *Washington Healthplanfinder*, have deductibles an average of \$1,000 lower than non-Cascade plans and cover more services before the deductible is met — including primary care visits, mental health services, and generic prescriptions.
- Every carrier on Washington Healthplanfinder offers a Cascade Care plan. Shop plans available in your county and find one that best suits your lifestyle with *Washington Healthplanfinder*.

**Support is easy to find — online, in person and over the phone.**

- *Washington Healthplanfinder* has enrollment partners statewide, ready to help you! Find experts in your area through [wahealthplanfinder.org](http://wahealthplanfinder.org) or the WAPlanfinder app.
- *Washington Healthplanfinder* offers support in more than 200 languages. Call Customer Support at 1-855-923-4633.

**American Indian and Alaska Natives can sign up for a health plan any time of the year and can change their benefits once a month.**

**Apply for Washington Apple Health at any time.**

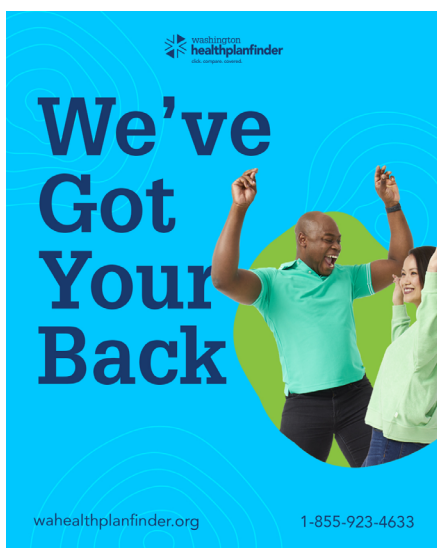
- You may qualify for Washington Apple Health at little or no cost. You can apply for Apple Health on Washington Healthplanfinder at any time.
- Washington Apple Health (Medicaid) enrollment is year-round; you don't need a special enrollment period to apply. If you do not qualify for Apple Health, you may still qualify for special enrollment, visit [wahealthplanfinder.org](http://wahealthplanfinder.org) to get started.

**Help Washington Healthplanfinder connect you with the right plan and available savings by keeping your application information up to date.**

- Life changes quickly. Keep *Washington Healthplanfinder* up to date with what's new with you. Make sure you're receiving the benefits you qualify for and important updates by maintaining your contact information on [wahealthplanfinder.org](http://wahealthplanfinder.org).

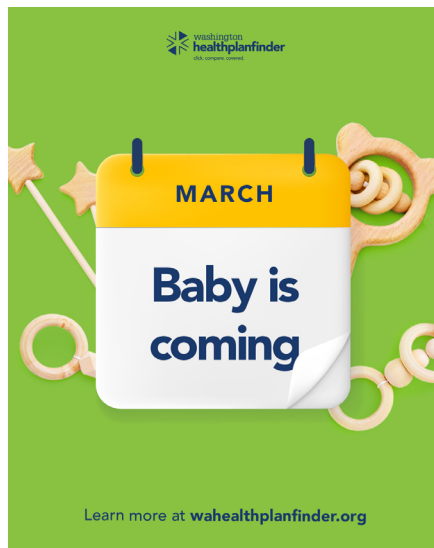
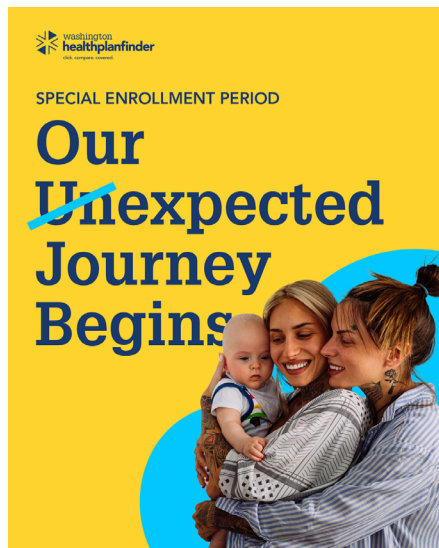
# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (CHANGE)



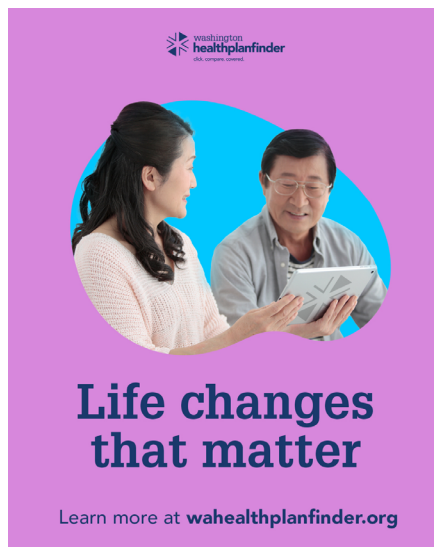
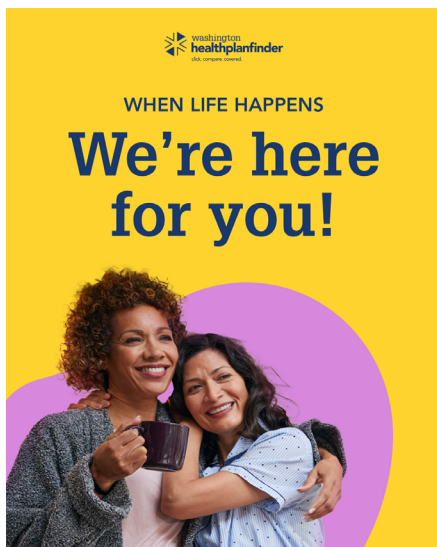
# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (NEWBORN)



# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (EARLY RETIREMENT)



# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (NEWLYWEDS)



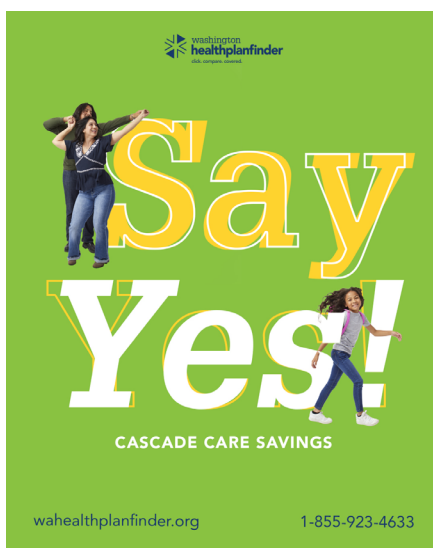
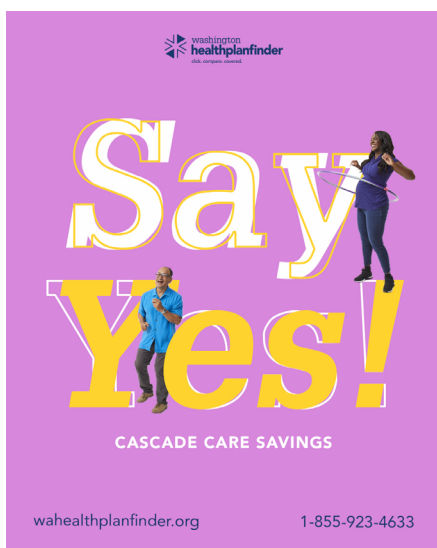
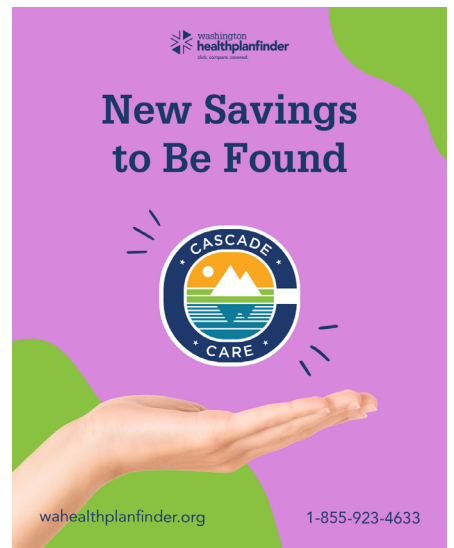
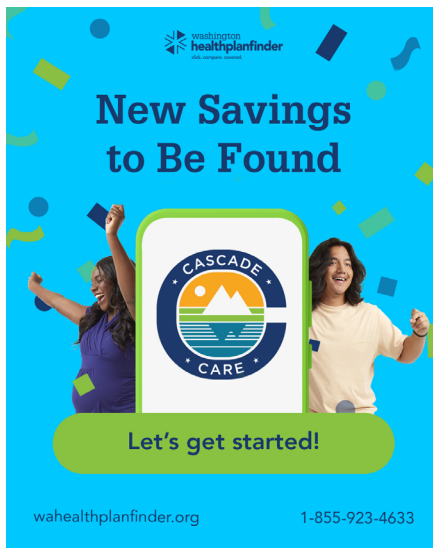
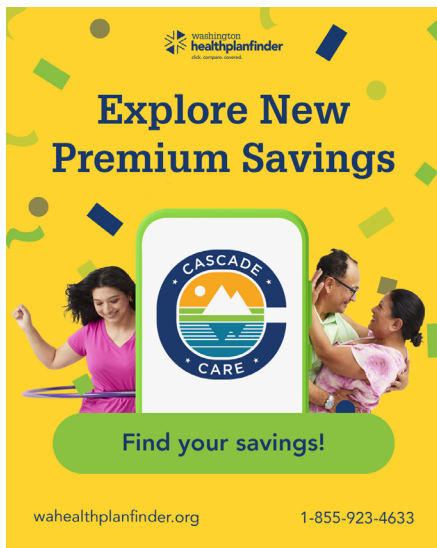
# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (MOVING)



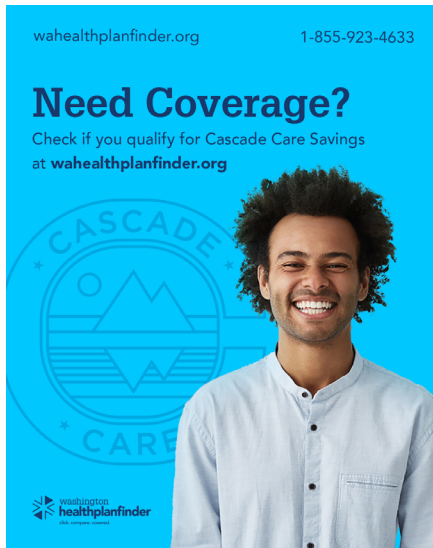
# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (CASCADE CARE SAVINGS)



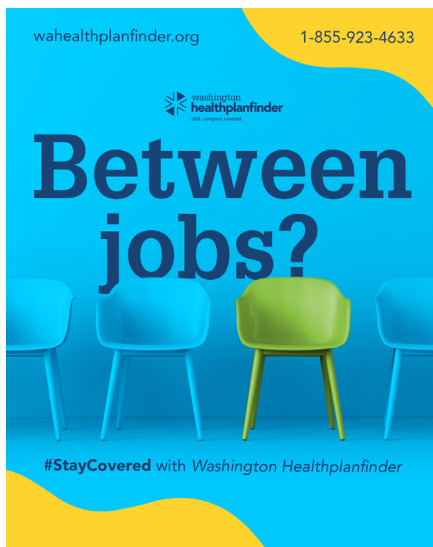
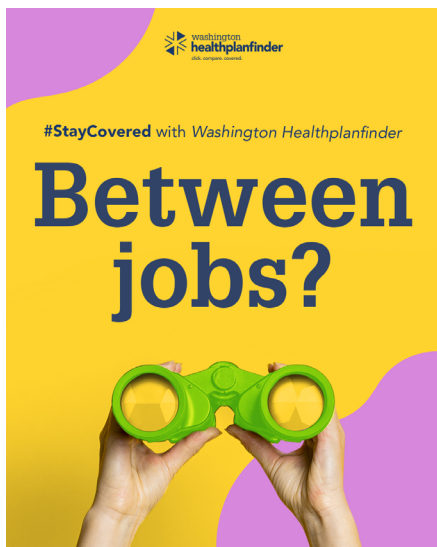
# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (CASCADE CARE SAVINGS)



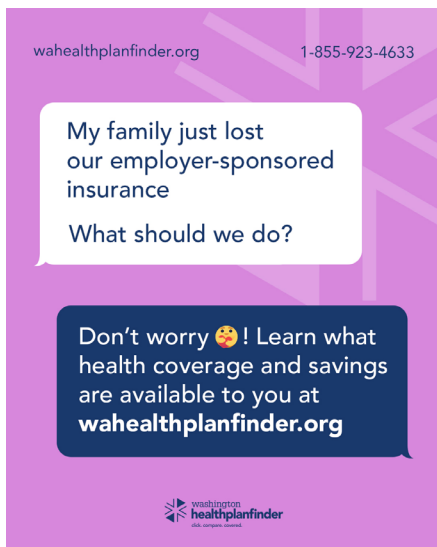
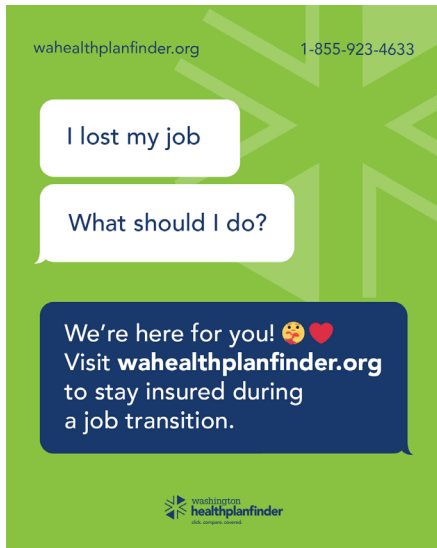
# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (JOB LOSS)



# Images & Designs

## FACEBOOK/ INSTAGRAM IN-FEED (JOB LOSS)





## **SPECIAL ENROLLMENT PERIOD READINESS TOOLKIT**

You can find more materials about Special Enrollment  
Period Readiness in the Partner Toolkit at  
[www.wahbexchange.org/partners/partners-toolkit/](http://www.wahbexchange.org/partners/partners-toolkit/)



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