



Washington Health Benefit Exchange

Connecting with the Newly Unemployed

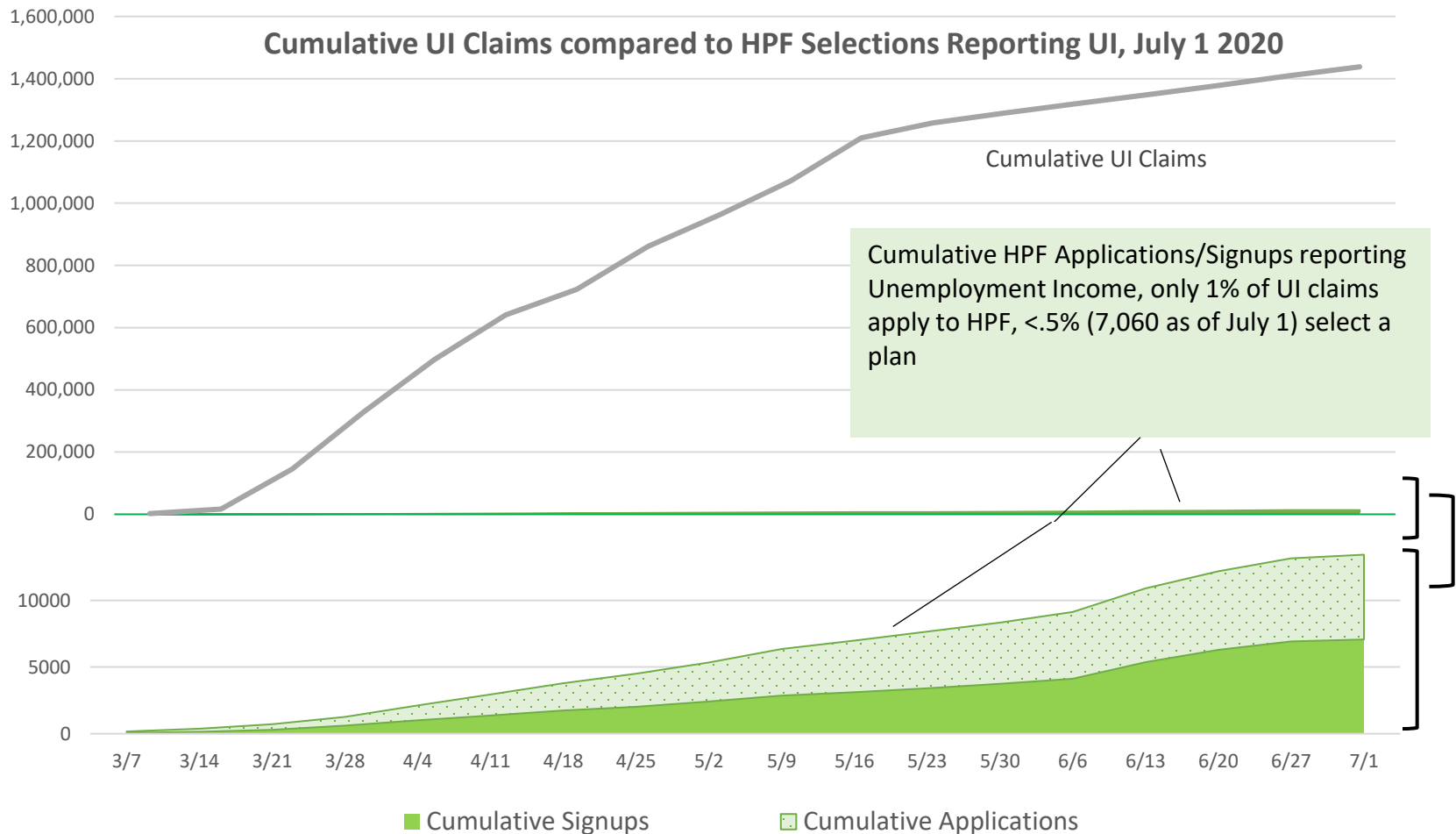
Carla Reyes, Chief Operating Officer

Operations Committee

August 20, 2020

Snapshot of the Newly Unemployed

- 49.5% of newly employed workers continue to be unemployed as of week ending 8/1/2020
- Unemployment claims dwarf WAHBE signups by >1000/1
- Of the unemployed who apply, only 46% select a plan



Partnering to Increase Enrollment

Quick Win Opportunities

- Connecting with Rapid Response team
- Webpage Links
- Sharing toolkit & FAQs
- eMail Messaging
- Social Media tags
- Mass mailing inserts



LOST YOUR JOB AND NEED HEALTH INSURANCE?

If you've recently lost health insurance, due to loss of your job, *Washington Healthplanfinder* can help you find free or low-cost health coverage to protect you and your loved ones. If you or someone you know is without coverage, financial help to pay for health insurance may be available through *Washington Healthplanfinder*.

Visit us online or call our knowledgeable experts. wahealthplanfinder.org | 855.923.4633

HEALTH PLANS AVAILABLE ON WASHINGTON HEALTHPLANFINDER



You may qualify for free or low-cost health coverage.



Longer-Term Opportunities

- Joint Outreach
- Call Center messaging
- Co-Branding materials
- Shared Advertising
- Data Sharing





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