

Covered California partners with Black media for open enrollment call

Real Stories



October 26, 2017

Executives with Covered California held an ethnic media roundtable to give an overview of its upcoming open enrollment period under the Affordable Care Act (ACA), which opens on November 1 and closes on January 31. ... [READ MORE »](#)

African American media roundtable



Covered California phone banks/web chats at major networks and Spanish-language TV stations



Calling All #Souls2Enroll



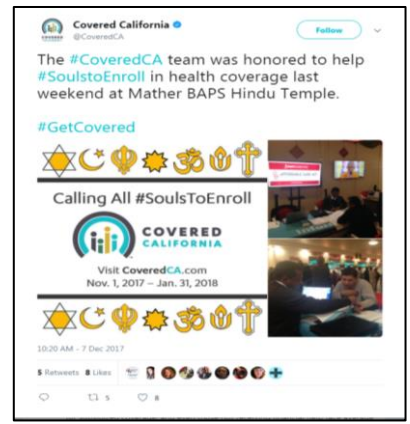
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Nov. 1, 2017 – Jan. 31, 2018



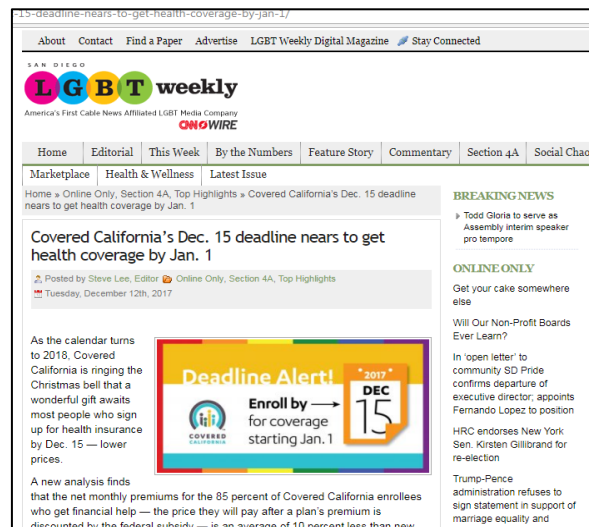
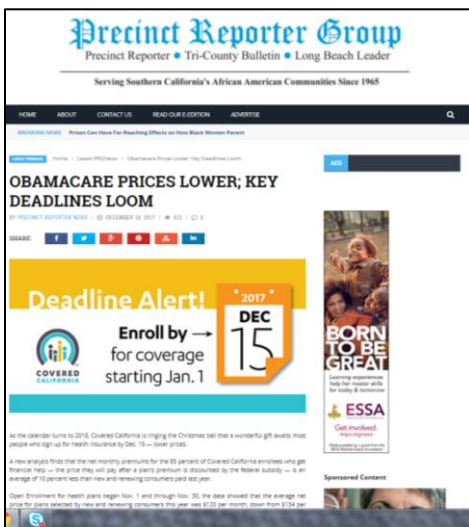


Faith-based outreach and "Souls to Enroll" Campaign

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Special Events in targeted communities (i.e., MLK Jr. Kingdom Day parade, enrollment events at Hindu Temples etc)



Print-ready articles distributed to ethnic publications

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Example of “Health Care Updates” emails to targeted segments



You can still qualify for a Covered California health plan through Special Enrollment

Although Covered California’s open-enrollment period for 2018 has ended, you or someone you know may still qualify to enroll in quality, affordable health plans through Covered California if you’ve experienced a *qualifying life event*. You may also qualify for Medi-Cal year round so we encourage you to visit our website to find out.

To qualify to enroll through special enrollment, here are some life event examples:

- Loss of health care coverage through your job
- Had a baby or adopted a child
- Moved to California from out-of-state or moved to a different coverage region within California
- Turned 26-year-old and you can no longer be covered under your parents’ insurance plan
- Returned from active duty military service

You normally have 60 days from the date of the qualifying life event to get enrolled in a new health insurance plan or change your existing plan through Covered California. In most cases, you may even qualify for financial assistance to help pay for your health insurance through Covered California. More details about special enrollment can be found online on Covered California’s website [here](#).

And remember that if you have lower incomes, you may qualify to enroll in no-cost or low-cost Medi-Cal health plans, and Medi-Cal enrollment is year-round.

To enroll, you can do so online at www.CoveredCA.com or get free and confidential in-person assistance from certified agents and enrollers in your area by clicking on “Find Help to Enroll” [here](#). You can also find a local certified agent or enroller with the “Help on Demand” feature on our website, and someone will call you within minutes to enroll. Covered California’s Service Center is also available to those who want to enroll over the phone by calling toll-free (800) 300-1506.

Other “Health Care Updates” banners for emails

