

A person is walking a dog on a dirt path through a dense forest. The path is covered in fallen leaves. The forest is lush with green trees and foliage. A large, semi-transparent blue circular graphic with horizontal lines is overlaid on the right side of the image. The text is in white, bold, sans-serif font.

EASY ENROLLMENT ADVISORY GROUP MEETING

JANUARY 24, 2024

AGENDA

- **Open Enrollment 2025 Update**
- **Federal Update**
- **Easy Enrollment rule update**
- **Easy Enrollment Legislative Report – debrief**
 - **Link to report:** <https://www.coverme.gov/sites/default/files/inline-files/Nov%202024%20Easy%20Enrollment%20Legislative%20Report.pdf>
- **Review and Input**
 - a) One-pager on Easy Enrollment Special Enrollment Period (SEP)**
 - b) Easy Enrollment Outreach Plan**



EASY ENROLLMENT OUTREACH

2025 DRAFT

COMMUNICATIONS PLAN

- Files received from Maine Revenue Services March 15, May 15 and August 15
- 2-3 touches to consumer's preferred communication method via phone, email or mail



COVERME.GOV WEBSITE

- Home page messaging
- Links to Special Enrollment Period page for more details

1-866-636-0355 TTY: 711
Mon-Fri, 8 a.m. to 5 p.m.

coverME.gov
AFFORDABLE HEALTH
COVERAGE FOR MAINE

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**A PLAN THAT FITS.
A PRICE THAT WORKS.**

**Need health insurance? See if you
qualify for a Special Enrollment Period.**

If you've experienced a life event, such as having a baby, getting married, losing coverage through an employer, or moving to Maine, you can enroll in health insurance outside of Open Enrollment.

[LEARN MORE](#)

**Getting ready to file your taxes? Check the box to
qualify for the Easy Enrollment Tax Referral Program.**

If you need health insurance and haven't filed your Maine state taxes yet, you can qualify for a new Special Enrollment Period, the Easy Enrollment Tax Referral Program. Just check the box and select your preferred contact method on Form 1040ME and we'll contact you with information about how to enroll.

[EASY ENROLLMENT](#)

The Easy Enrollment Tax Referral Program

If you find yourself without health coverage this tax season, you can become eligible for a Special Enrollment Period (SEP) for private health insurance coverage through Maine's Easy Enrollment Program.

The Easy Enrollment Tax Referral Program is the "check the box" option on your Maine state tax return (Form 1040ME) to opt-in to receive information about health insurance options. By "checking the box," CoverME.gov will contact you with information on your coverage options and how to enroll in coverage. CoverME.gov is Maine's one-stop-shop to compare and enroll in quality health coverage, often with financial savings.

How it works

- **Check all boxes on form 1040ME that apply to your household.** Let us know that you'd like more information about health insurance coverage, who needs coverage, and how you prefer to be contacted. By checking the boxes, you give Maine Revenue Services permission to share your contact information with CoverME.gov. Here's an example:

See the instructions and check each box that applies.

HEALTH CARE COVERAGE	35a. <input checked="" type="checkbox"/> I would like the Maine DHHS, Office of the Health Insurance Marketplace ("CoverME.gov") to contact me to see if I or my household qualify for free or reduced-cost health coverage. I authorize MRS to share the information indicated in boxes 35b through 35e with CoverME.gov.	35e. My preferred method of contact is (select one):	<input type="checkbox"/> Mailing address listed on page 1
	35b. <input checked="" type="checkbox"/> I do not have health care coverage.		<input checked="" type="checkbox"/> Phone number listed on page 1
	35c. <input type="checkbox"/> My spouse does not have health care coverage.		<input type="checkbox"/> Email address listed below
	35d. <input type="checkbox"/> One or more of my dependent(s) do not have health care coverage.		

- **File your taxes.** After you file your taxes, Maine Revenue Services will share your contact information with CoverME.gov, so we can contact you with more information.
- **Watch for the CoverME.gov communication.** Once we receive your information, CoverME.gov will contact you by mail, phone or email to explain how to enroll in health coverage.
- **Get enrolled.** Visit [CoverME.gov](https://coverme.gov), create an account and start your application using the Special Enrollment Period "Easy Enrollment Tax Referral." Pick a plan that works for your needs and budget and call our Consumer Assistance Center at 1-866-636-0355, TTY: 711 to activate the Special Enrollment Period (SEP). Once you activate the SEP, you will have 35 days to enroll.

Questions? Call us Monday through Friday from 8 a.m. to 5 p.m. ET at **1-866-636-0355**, TTY: **711** or get free, local help from a Broker or Maine Enrollment Assister by visiting [CoverME.gov/localhelp](https://coverme.gov/localhelp).

AWARENESS AND OUTREACH

- End of Open Enrollment press release
- Social Media messages within Special Enrollment Period marketing
- Search Engine Optimization (key words like "taxes", "tax return")
- One page flyer
- Outreach opportunities
 - Broker/navigator MEA outreach
 - Financial planners, tax preparer outreach