

# Press Kit

## HIGHLIGHTS

- CoverME.gov 's open enrollment begins on November 1st.
- CoverME.gov, Maine's Health Insurance Marketplace, helps people without access to affordable coverage learn more about health insurance options; compare plans, determine whether they qualify for financial help; and enroll in quality, affordable health coverage.
- CoverME.gov was made for Maine – created by the State of Maine to address the unique needs of its people, its communities, and its insurance market. Maine can customize the Marketplace to fit Mainers' needs and to tailor outreach and resources toward uninsured communities.
- Free enrollment help is available to help consumers find the plan that meets their needs and budget. People can visit [coverme.gov/localhelp](https://coverme.gov/localhelp) or call (866) 636-0355/TTY 711.
- All private health plans offered on CoverME.gov provide quality, comprehensive coverage that will protect consumers if they have an accident or major illness. Marketplace plans on CoverME.gov cannot turn you away or charge you more for having a pre-existing condition.
- Enhanced federal financial help continues to be available to make coverage more affordable – for more people – than ever before.
- Along with the state's expansion of MaineCare in 2019, CoverME.gov is at the heart of Maine's effort to ensure that people can see their doctor, afford their medications, and stay healthy.

## BY THE NUMBERS

- In 2024, more than **62,500 Maine residents** signed up for a Marketplace plan during last year's Open Enrollment Period.
  - » **85% of current Marketplace consumers in Maine** get financial savings to lower their monthly costs for health care
  - » **40% of current Marketplace consumers in Maine** can find a plan with a monthly premium of \$99 or less

# INFORMATION ABOUT OPEN ENROLLMENT

- **Open Enrollment is from November 1, 2024 to January 15, 2025.**
- **Our Plan Compare Tool** is an easy way to find the best health plan and your eligibility for financial savings - just by answering a few questions. It shows you plan features, benefits and total estimated costs for services, as well as premiums and deductibles side-by-side. All without having to complete an application or create an account.
- **An improved, Maine-specific website** makes it easier to sign up for affordable health care.
- **A Consumer Assistance Center dedicated to CoverME.gov** that provides consumers with easily accessible, free help as they navigate the Marketplace. The Consumer Assistance Center can be reached at (866) 636-0355; TTY 711.
- Increased funding for **marketing activities** to reach uninsured and underinsured communities.

## WHAT CONSUMERS NEED TO KNOW

- Most current consumers are automatically re-enrolled in the same plan or the next closest plan if the plan they had in the prior year is no longer available.
  - » Current CoverME.gov consumers who have given permission for their eligibility to be redetermined will be automatically re-enrolled in their existing plan, or the most similar available plan, for 2025.
  - » Even though they will remain covered, existing consumers are encouraged to visit CoverME.gov and update their family and income information, as new plans and new financial assistance are available that may offer more affordable coverage that best meets the consumers' needs.
- **New consumers** who are currently uninsured or who buy their own insurance, should visit CoverME.gov to check their eligibility and plan options. Even people who did not previously qualify for financial help may be eligible now.

## KEY DATES

### OCT. 15

**Plan Compare** tool is available on CoverME.gov for consumers to “window shop” for coverage options without having to complete an application or create an account.

### NOV. 1

**Open Enrollment** begins at CoverME.gov. Consumers will be able to create an account on CoverME.gov, apply for financial assistance, and shop for and enroll in health coverage.

### DEC. 15

Enrollment deadline for coverage that begins **January 1, 2025**.

### JAN. 15, 2025

Enrollment deadline for coverage that begins **February 1** and the **end of Open Enrollment** for 2025 (enrollment is only allowed for the rest of 2025 if you experience a life change like the loss of a job or the arrival of a new baby).

## VISUALS

CoverME.gov logo, animations, and images are **available here**.