

# HEALTH INSURANCE LITERACY

## Online Messaging Tool

This new online tool provides customized health insurance literacy messaging by topic/month for Colorado consumers and stakeholders including sample messages, newsletter articles, tweets and Facebook posts. These resources, offered on the CoveredHQ website in English and Spanish, will help all Coloradans better understand and use health insurance, ultimately improving their own health and that of their families.

## CALENDAR

Health plan basics

JAN

JULY

In case of emergency...

Free preventive services

FEB

AUG

Know your network

Know your doctors and health facilities

MAR

SEPT

Managing health insurance payments

Manage chronic conditions and save money

APR

OCT

Getting ready for Open Enrollment

Shopping for high-quality, low-cost care

MAY

NOV

Shopping for health plans

Health First Colorado

JUNE

DEC

What about financial assistance?

Consumer Messages • Stakeholder Messages • Sample Newsletters • Sample Social Media

Visit [www.coveredhq.org/plans](http://www.coveredhq.org/plans) for more!

This tool was made possible thanks to partners: Colorado Consumer Health Initiative, Colorado Department of Health Care Policy and Financing, Colorado Division of Insurance, Colorado Department of Regulatory Agencies, Connect for Health Colorado, Kaiser Permanente, Colorado Covering Kids and Families, Physician Health Partners, Colorado Department of Public Health and Environment, Colorado Association of Health Plans, Anthem Blue Cross and Blue Shield, Colorado Access, Amerigroup, Rocky Mountain Health Plans and the Colorado Health Foundation.