**Open Enrollment 2016 Template Blog Post**

[Include story of a person/family from your state that got enrolled during OE2]

[Story subject’s name] is one of the [XXX number] [Stateians] that signed up for affordable health care coverage during the last round of open enrollment, the time period when most people can pick a plan on [Exchange/Marketplace name].

If you or your loved ones don’t have insurance, there’s good news: the next open enrollment [starts/began] on November 1. There are a variety of plans available this year that fit your needs and can fit into your budget. All of the plans on [Exchange/Marketplace name] cover doctor visits, hospital stays, prescriptions, preventive care and more.

Health insurance protects you and your family from the unexpected. An accident or injury can happen any day. When it does, the last thing you should have to worry about is how to pay for your healthcare or taking on medical debt.

There is also financial assistance to help pay for the cost of insurance. Last year, [hundred/thousands] of [Stateians], like [story subject’s name if applicable], qualified for a tax credit to reduce the cost of their monthly premiums. In [State], a single person earning $47,080 or less, or a family of four earning $97,000 or less, can qualify.

Enrolling in health care has never been easier. If you have questions about your options, you can meet one-on-one for free with a trained assister who can guide you through the enrollment process and help find a plan that’s right for you. Simply visit <https://localhelp.healthcare.gov/> to find enrollment assistance close by.

Plans and prices change every year, so check out your options. Even if you already have insurance through [Exchange/Marketplace name], or if you’ve looked before, there may be new options this year that work better for your needs and budget. You may also qualify for more financial assistance.

Don’t wait! You have until January 31 to sign up for a low-cost plan and avoid a fine at tax time. Visit [state exchange website or healthcare.gov] to get the peace of mind knowing that you’re covered, no matter what life throws at you.