

TEXAS WELL AND HEALTHY

Online communications to inform Texans about ACA provisions and encourage enrollment

Health Insurance Rebate Campaign, Summer 2012

The Obamacare Rebate:
It Makes **¢**

AMERICANS WILL RECEIVE \$1.1 BILLION in rebates this summer because insurance companies spent less than 80% of premium dollars on their health care. Looks like we'll have a little more financial wiggle room for our bucket lists this summer.

Understanding Obamacare Rebates

80/20 Rule:
Insurance companies must spend at least 80% of premium dollars on health care. They now have to reveal how they spend our money, info that wasn't shared with consumers in the past.



Insurance companies that spend too much money on administrative costs, or CEO bonuses, and not enough on our health care, have to reimburse people in the form of rebates.



People receiving a rebate can expect one of the following:

- 1) a check in the mail.
- 2) a lump sum reimbursement to the credit/debit card account that is used to pay for the premium.
- 3) a reduction in their future premiums.
- 4) their employer providing one of the above, or applying the rebate in a way that benefits its employees.

12.8 MILLION AMERICANS WILL RECEIVE \$1.1 BILLION IN REBATES THIS SUMMER.

Texas has more people receiving rebates than any other state.

The Obamacare Rebate: It Makes **¢**
TEXAS WELL AND HEALTHY

Celebrate Benefits of the ACA, Summer 2013

A rose is a beautiful thing.
So is an end to lifetime benefit caps.

Insurance companies can no longer cancel coverage or limit what they'll spend when you get sick. Thank you, health care reform!



TEXAS WELL AND HEALTHY

A sunset is a beautiful thing.
So is free preventive care for all women.

Women no longer have to pay a copay for services such as well-woman visits, breastfeeding support, and domestic violence screenings. Thank you, health care reform!

TEXAS WELL AND HEALTHY

For more information on Texas Well and Healthy's communications efforts, please contact Eileen Garcia at egarcia@txchildren.org or 512-473-2274.

Marketplace Enrollment Tumblr, Fall 2014

Let's Enroll Texas

Real Texans checked out the Health Insurance Marketplace. They share what getting covered means to them. Learn more about your options at HealthCare.gov. Want to share your story? Email Imoskowitz@txchildren.org

Nevyn & Susan

N: "The numbers that I'm seeing on the Marketplace are lower and the coverage is better than what I was paying for before."

S: "Getting covered means peace of mind and reassurance that I can weather any accident or injury without it breaking me financially."

TEXAS WELL AND HEALTHY

"Having health care is extremely essential."



Name: Lupita

Occupation: Cleaning Services

Why is having health care important to you?

Though my kids have been covered, I haven't been able to go to the doctor for three or four years. Having health care is extremely essential, and being able to get a well woman's check up is very important.

How does it feel to have your new health coverage?

It makes me feel great. I was so worried about how much health insurance for myself would cost, but I was unbelievably surprised by the affordable prices. I'm only paying \$7.51 a month with an annual limit of \$750 on my out-of-pocket costs. I can now make doctor appointments I didn't even let myself think about before. And going to Insure Central Tex was a great opportunity for someone to help me with the enrollment process, too.

General Enrollment Visuals, Summer/Fall 2013

Puppies are cute.
So is being insured.
www.healthcare.gov

TEXAS WELL AND HEALTHY

Join the club of feeling safe and secure.
www.healthcare.gov

TEXAS WELL AND HEALTHY

! Inscríbese para una familia sana!



A partir del 1 de octubre, el nuevo mercado de seguros de salud ofrecerá opciones para adaptarse a su presupuesto.

Aquí es cómo usted puede conectarse con el Mercado de Seguros de Salud:
www.healthcare.gov
www.cuidadodesalud.gov
1-800-318-2596

Need affordable health care?



Starting October 1st, the new Health Insurance Marketplace will offer options to fit your budget.

Here's how you can connect with the Marketplace:
www.healthcare.gov
www.cuidadodesalud.gov
1.800.318.2596

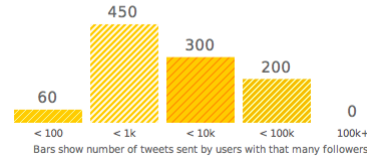
Texas Left Me Out Tweet Chat, February 2014

The Twitter event, hosted by MomsRising and Texas Well and Healthy on February 5, 2014, discussed the "Texas Left Me Out" campaign, an initiative highlighting the number of Texans excluded from health coverage because state leadership decided not to accept federal funds to close the Coverage Gap. The chat reached 189,648 Twitter accounts for almost 7.4 million potential readers. The top twenty tweeters were state advocacy and policy partners of Texas Well and Healthy as well as national family and health care advocacy organizations like Families USA and National Women's Law Center.

	Tweets	RTs	Impressions	
1	MomsRising	181	53	5,309,641
2	FamiliesUSA	76	54	647,368
3	nwlc	17	95	431,987
4	jpippert	62	12	191,240
5	ProgressTX	29	55	120,582
6	HealthPolicyHub	26	93	108,004
7	ElisaBatista	44	17	92,150
8	CDFTexas	116	38	81,428
9	ChildDefender	2	0	41,934
10	TXWellHealthy	46	158	32,016
11	Wary12	4	0	28,904
12	CHRISTUSHealth	8	14	17,576
13	DCAorg	65	35	15,937
14	Nina_0421	28	0	15,148
15	MomCode	2	0	13,160
16	CU_Health	21	17	11,403
17	deniseromano	1	0	11,357

189,648
accounts reached

7,381,293 impressions



Social Media Visuals, 2013-2014

The decision to not expand Medicaid may increase federal tax penalties on Texas employers by \$266 to \$399 million each year.

Source: Jackson Hewitt

TEXAS WELL AND HEALTHY

Dallas business leaders are calling on the legislature to fix the health Coverage Gap for low-wage workers.

A Texas Solution "would generate over 230,000 new and reliable jobs in the state."

Dallas Morning News, March 31, 2014

TEXAS WELL AND HEALTHY

Online communications to inform Texans about the need for our state leadership to close the Coverage Gap

Infographic, March 2014

Why Texas Needs a Health Care Solution

State leaders decided against Medicaid expansion, and that's too bad. But they still have time for another solution to help save money and lives.

Fix the Coverage Gap

Middle income Texans will get tax credits to help pay for health insurance in 2014

Only families who earn less than \$3,697/year* can qualify for Medicaid *earnings for a family of three

Low-income working Texans would fall into a gap and remain uninsured if there is no health care solution

Get Hardworking Texans Insured

These include:

806,381 uninsured Texans employed in industries like retail, construction, child care, hospitality, health care or food service.

66,000 uninsured veterans and their families.

Source: Center for Public Policy Priorities

Bring Billions More Dollars Flowing into Our State Economy

Employers save up to **\$448 million** in health care penalties

Source: Jackson Hewitt Tax Service

Texas draws down **\$6 billion/year** on average in federal funds from 2014-2017

Source: Texas Health and Human Services Commission

The state economy nets **\$30.1 billion/year** in new output on a 10-year average

Source: The Perryman Group, "Toward a Texas Solution"

Design by Texans Care for Children using Piktochart

TEXAS WELL AND HEALTHY

#Advocate4Medicaid

Medicaid Expansion would cut Texas' uninsured rate in half.

TEXAS WELL AND HEALTHY

Interviews and portraits from the My Medicaid Matters march and rally, March 5, 2013



Brandy

"I'm a single mom of three and have asthma. Everybody deserves good health care. Let's be human about this."

TEXAS WELL AND HEALTHY



Will

"Health care is a basic human right. There's a hole in health coverage that Medicaid expansion can fill."

TEXAS WELL AND HEALTHY