NYC

Mayor's Public Engagement Unit

FOR IMMEDIATE RELEASE: January 14, 2022
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FOR IMMEDIATE RELEASE: NEW YORK STATE OF HEALTH HAS EXTENDED OPEN ENROLLMENT

NEW YORK CITY ENCOURAGES NEW YORKERS TO "GET COVERED" WITH DAY OF ACTION ON JANUARY 19

NEW YORK—In collaboration with the Mayor's Public Engagement Unit (PEU), NYC Department of Health and Mental Hygiene, MetroPlus Health Plan, and community-based partners, the City will be hosting a Day of Action on Wednesday, January 19 to raise awareness about an important update to the New York State of Health Open Enrollment Period. The New York State of Health extended the Open Enrollment Period **without an end date,** in alignment with the federal public health emergency. This unprecedented Open Enrollment Period, spanning the nearly 2 years pandemic, will now continue in light of the ongoing COVID-19 public health emergency.

The GetCovered Day of Action on the 19th will feature peer-to-peer text and phone banks, a paid ad campaign, and an organic social media push. This campaign will encourage New Yorkers to connect with a Specialist within the Mayor's Public Engagement Unit (PEU), who can help uninsured New Yorker's connect directly with an enroller.
New Yorkers can enroll by the 15th of the month for health coverage starting on the 1st of the following month.

WHAT: GetCoveredNYC Day of Action to raise awareness about the January 31 deadline for health coverage.

WHEN: Wednesday, January 19, 2022

WHERE: This event will be held online

WHO: Adrienne Lever, Executive Director of the Mayor's Public Engagement Unit, will be available to answer questions.

GetCoveredNYC is the City's official health insurance outreach and enrollment program, providing free multilingual assistance in person, over the phone and online, to help all New Yorkers enroll in health insurance and access primary and preventive care. The initiative is overseen by the Mayor's Public Engagement Unit in partnership with NYC Health + Hospitals, the Department of Health and Mental Hygiene, the Human Resources Administration and MetroPlus Health Plan.

Currently, a special Open Enrollment period is in effect in response to the COVID-19 crisis, meaning uninsured New Yorkers can sign up for health insurance coverage through the New York State of Health Marketplace. Contact GetCoveredNYC now for free one-on-one enrollment assistance in more than 23 languages over the phone and online.

New Yorkers can get free one-on-one enrollment assistance from GetCoveredNYC by calling 311, texting CoveredNYC (SeguroNYC en Español) to 877877, or visiting nyc.gov/GetCoveredNYC.

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