



**FOR IMMEDIATE RELEASE**



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## **Cover Missouri Adds Resources to Campaign in Advance of First Marketplace Enrollment Deadline**

*New Ads, Enhanced Website Connect Uninsured to Reliable Information, In-Person Help*

Lexington, Mo. (December 13, 2013) — The Cover Missouri Coalition is expanding its ongoing statewide education and enrollment effort with the launch of an advertising campaign that seeks to resonate with a common thread among all Missourians – life without health insurance can at times be a little daunting, if not outright dangerous.

The campaign theme, “Get Out There. Get Covered.” responds to findings from focus groups conducted across Missouri in June 2013. The focus groups sought to help the Coalition better understand the priorities and concerns of uninsured Missourians when it comes to health coverage. One commonality from these discussions was that affordability of coverage was a key concern and often caused participants to hold back in life because of fear of unexpected costs from injury or sickness.

“We know many Missourians are uninsured because of affordability,” said Ryan Barker, vice president of health policy for Missouri Foundation for Health, convener of the Cover Missouri Coalition. “It’s not that they don’t *want* health insurance – on the contrary. With the launch of the Missouri Health Insurance Marketplace, the uninsured in our state have new coverage options. We are working to show them how to access and understand those coverage options that can lead to improved health.”

The ad campaign launch comes on the heels of a deadline extension from December 15 to 23 for enrollees in the Marketplace to receive coverage starting January 1, 2014. The ads will be featured on the web and on radio in markets across the state.

The ad campaign also comes in conjunction with an enhanced Coalition website ([www.covermissouri.org](http://www.covermissouri.org)), featuring a search tool that enables users to find certified in-person assistance near them by entering their zip code. The tool shares the organization, location, phone number, availability, and type of help that can be accessed nearby. Visitors can also identify enrollment events where they may attend and sign up for coverage or awareness events where they can learn more about the Missouri Health Insurance Marketplace from Coalition members.

For information or enrollment assistance, call Julie Bartley with the Health Care Collaborative (HCC) of Rural Missouri at 1-877-344-3572.

“It’s more important now than ever for us to be in the community talking about the Marketplace and helping people understand their coverage options – particularly those individuals who may have received cancellation notices on their policy or who have been a part of the high-risk pool,” said Julie Bartley, HCC’s Program Manager and Cover Missouri Coalition Member. “The enrollment deadline for those people to keep consistent coverage through the start of the New Year has been pushed back, slightly, to December 23, but it is fast-approaching.”

[www.covermissouri.org](http://www.covermissouri.org)

People can find an updated listing of events at <http://www.covermissouri.org/tools/events/events.php>.

For more information on the Missouri Health Insurance Marketplace, to download materials, or to find in-person help, visit [www.covermissouri.org](http://www.covermissouri.org).

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#### **ABOUT COVER MISSOURI COALITION**

Cover Missouri is a project of the Missouri Foundation for Health to promote quality, affordable health coverage for every Missourian. The Cover Missouri Coalition aims to reduce the rate of uninsured Missourians to less than five percent in the next five years. Members work to build awareness, facilitate enrollment, increase health insurance literacy, and support Medicaid transformation. Coalition members will also share learning and best practices, maximize resources, identify challenges and opportunities, and build an inclusive plan to insure Missourians. For more information on the Marketplace, please visit [www.covermissouri.org](http://www.covermissouri.org).

#### **ABOUT MISSOURI FOUNDATION FOR HEALTH**

The Missouri Foundation for Health is an independent philanthropic foundation dedicated to improving the health of people in our region. The Foundation works as a changemaker, educator, and partner to promote community health and increase access to care for the uninsured and underserved.

For more information about Missouri Foundation for Health, please visit [www.mffh.org](http://www.mffh.org).

#### **ABOUT Health Care Collaborative (HCC) of Rural Missouri**

The focus of HCC is to develop and implement programs that are responsive to documented health needs of residents, with specific health status indicators as benchmarks of progress. HCC implements and supports countywide, and in some instance, regional programs that help create access to education, awareness, prevention and treatment services. For more information, please visit [www.hccnetwork.org](http://www.hccnetwork.org).