

Marketplace Products

Product	Product Type	Description
Get Covered: A one-page guide to the Health Insurance Marketplace (11749)	Fact sheet	Important information to know about the Health Insurance Marketplace.
About the Health Insurance Marketplace (11629)	Bifold*	Gives a general overview of the Health Insurance Marketplace.
About the SHOP Marketplace (11360)	Bifold*	Gives a general overview of the Small Business Health Options program for employers.
The Value of Health Insurance (11631)	Bifold*	Explains the importance of health coverage and how it works.
Things to Think About When Choosing a Plan for your Business (11673)	Brochure*	Provides information to help small business owners select a Marketplace plan that meets the needs of their employees.
Things to think about when choosing a plan (11672)	Brochure*	Provides information to help individuals select a Marketplace plan that will meet their needs and budget.
Get Ready to Enroll in the Marketplace (11687)	Fact sheet*	Provides information to let people know what they can do before open enrollment begins to prepare to apply.
Key dates for the Health Insurance Marketplace (11660)	Fact sheet*	This fact sheet has information on Marketplace key dates including getting help, enrolling, and coverage start dates.
Better Options. Better Health. (11669)	Resources card*	Includes resources for Marketplace information.
Need affordable health insurance? (11635)	Poster*	Encourages people to sign up at HealthCare.gov to get email and text updates about the Marketplace.
Need affordable health insurance? (11632)	Post card*	Encourages people to sign up at HealthCare.gov to get email and text updates about the Marketplace .
Open Enrollment poster (11729)	Poster	Encourages people to apply and enroll in the Marketplace.
Open Enrollment post card (11725)	Post card	Encourages people to apply and enroll in the Marketplace.
Are You Ready? The SHOP Marketplace is open for business (11736)	Promotional flyer	Promotes the SHOP Marketplace and contact center.
You're open for business, and so are we! (11734)	Post card	Promotes the SHOP Marketplace.

How the Marketplace Works (11671)	Infographic	Explains the 4 steps individuals and families go through when they apply and enroll in the Marketplace.
How the SHOP Marketplace Works (11670)	Infographic	Explains the 4 steps small businesses will use when they apply and enroll via SHOP.
3 steps for employers to apply for coverage in the SHOP Marketplace (11750)	Infographic	Explains the process small businesses use to apply and enroll in the SHOP Marketplace.
4 ways to get Marketplace coverage (11751)	Infographic	Describes the ways to apply and enroll including online, by mail, in person, and by phone.
No computer? You can still get Marketplace coverage (11740)	Infographic	Describes the ways to get coverage without a computer.
4 ways to get Marketplace coverage (11793)	Infographic	Combines 11751 and 11740 on applying for coverage into one double-sided infographic.
Open Enrollment Ends March 31: We're Here to Help	Infographic	Depicts the ways people can get help through the Marketplace.
A quick start guide to the HIM application (11752)	Toolkit	Toolkit for assisters to use to help people prepare and complete a paper application for health coverage.
Marketplace application checklist (11686)	Checklist	Provides information about what people need to have on hand to apply for coverage in the Marketplace.
Navigating the HIM	PPTs	Presentations with screen shots on creating a Marketplace account, applying for coverage, and enrolling in a plan.
Raising awareness (national version + 50 states) (11649)	Fact sheet	Includes information about how partners can help raise awareness about the Marketplace with national and state- specific data.
Need health coverage? The Health Insurance Marketplace is the place for you	Drop-in article	Article encouraging people to apply and enroll through the Marketplace.
Getting help in a language other than English (11658)	Fact sheet/job aid	Explains how to get Marketplace information in 25 different languages.
Need affordable health insurance? Get answers! (11691)	Customizable flyer	Marketplace event flyer that partners can customize.
Open enrollment customizable flyer (11730)	Customizable flyer	Marketplace event flyer that partners can customize.
10 things providers need to know (11716-MP)	Fact sheet	10 things providers should know about the Health Insurance Marketplace.
10 things to tell your patients (11717-MP)	Fact sheet	10 things patients should know about the Health Insurance Marketplace.

Protect yourself from fraud (11693)	Fact sheet	Provides a few simple things people can do to protect themselves from fraud.
Medicare & the Health Insurance Marketplace (11694)	Fact sheet	Explains that Medicare isn't part of the Marketplace and more information.
Exemptions from the Health Insurance Marketplace Fee (11733)	Fact sheet	Explains instances when people may not have to pay a fee for not having health coverage if they apply and qualify.
Appeals: Eligibility and Health Plan Decisions in the Health Insurance Marketplace (11748)	Fact sheet	Describes process for appealing eligibility and health plan decisions.
Your Marketplace Application: Identity (ID) Proofing & Information Inconsistencies (11778)	Fact sheet	Explains the process for identity proofing and checking for inconsistencies within a Marketplace application.
Citizenship & immigration questions on the Marketplace application (11777)	Fact sheet	Information on how to answer these questions and where to get help, if needed.
Questions about Voter Registration (11758)	Fact sheet	Includes more information about the Marketplace application voter registration question.
Report Life Changes to the Marketplace After You Enroll in Coverage (11788)	Fact sheet	Explains the kinds of life changes you need to report once you have Marketplace coverage.
The Health Insurance Marketplace: Know Your Rights (11759)	Fact sheet	Explains rights for people who enroll in plans through the Marketplace.
What to Know about Insurance Cancellation Letters (11756)	Fact sheet	Explains options for coverage and what to know about cancellation letters.
Contacting Your Health Plan's Customer Service Phone Number (11761)	Fact sheet	Includes when people may need to call and instructions for finding a plan's customer service information.
What to Know About Getting Your Prescription Medications (11769)	Fact sheet	Explains how to use a plan's prescription drug coverage.
What You Should Know About Provider Networks (11766)	Fact sheet	Describes what provider networks are and how they're used.
Appealing Your Insurer's Decision Not to Pay (11771)	Fact sheet	Explains appeal rights if a person's plan doesn't a specific health care provider or service.
What You Should Know About Seeing Your Doctor (11767)	Fact sheet	Provides information about seeing what doctors are covered by your plan and how to appeal if a doctor or visit wasn't covered.
Getting Emergency Care	Fact sheet	Includes information about getting emergency care

(11770)		even at a hospital out of network.
I Signed Up, but I Don't Have Health Coverage (11768)	Fact sheet	Explains what people should do if people are in this situation.
What You Should Know About Early Renewal of Health Coverage (11764)	Fact sheet	Explains how people may still be able to switch health plans through the end of open enrollment even if they renewed their coverage.
You're covered! Now share your story. (11737)	Promotional flyer	Encourages people to voluntarily share their personal stories about getting coverage.
Overview of Small Business Health Options Program (SHOP) Marketplace Interactive Voice Response (IVR)	Job aid	Explains the IVR small employers can use when calling the SHOP call center.
Key Facts About SHOP (11744)	Fact sheet of FAQs	Detailed questions and answers about the SHOP application and enrollment process.
2014 SHOP Marketplace Enrollment (11765)	Fact sheet of FAQs	Describes direct enrollment process for SHOP.
10 Tips for Getting Health Coverage in the SHOP Marketplace in 2014 (11775)	Tip sheet	Tips for helping employers with buying coverage through the SHOP Marketplace.
Buying SHOP Coverage Outside of Open Enrollment (11779)	Fact sheet	When employees can buy coverage outside of an open enrollment period.
Getting Help in the SHOP Marketplace (11780)	Fact sheet	Describes different ways to get help enrolling.
Dependent Coverage in the SHOP Marketplace (11782)	Fact sheet	Explains how some states may require employers to offer dependent coverage.
Health and Dental Plans in the SHOP Marketplace (11783)	Fact sheet	Describes plans offered in the SHOP Marketplace.
SHOP Employee Minimum Participation Rate (11786)	Fact sheet	Explains minimum percentage of employees who must enroll in plan offered by an employer through SHOP.
SHOP Marketplace Appeals (11787)	Fact sheet	Describes how employers can appeal SHOP decisions.
SHOP Employer & Employee Premium Payments (11781)	Fact sheet	Includes information for employers on selecting premium amounts and how employee premiums are calculated.
Who Can Use the SHOP Marketplace (11785)	Fact sheet	Explains which employers can participate in the SHOP Marketplace.
SHOP PSAs	Written and recorded	Promotes the SHOP Marketplace: 30 sec and 60 sec recordings
Promoting the Health Insurance Marketplace	Social media posts and PSAs	Sample social media posts and radio PSAs to help promote the Marketplace.
Better Options. Better Health.	60 sec radio	Raising awareness about the Marketplace and

(Early awareness and open enrollment PSAs)	PSAs	encouraging people to visit HealthCare.gov.
Early awareness and open enrollment messages	Short multi-purpose messages (160 character limit) used for receipt messages, texts, etc	Encourages people to visit HealthCare.gov for Marketplace information.
Other collateral press materials	Drop-in articles	For partners holding local events.
Marketplace videos	Various	Downloadable videos, also available on the HealthCare.gov and CMS YouTube channels.
Resources for Assisters	Various	Presentations, FAQs and more materials to aid assisters.
Partner Training	Various	Presentations and other materials to use for training large audiences.
Other partner resources	Various	Fact sheets and other materials about the Affordable Care Act and what it means for various audiences and programs.
Spanish materials	Various	Page that provides links to most of the materials on this list in Spanish.
Coverage to care materials	Various	Materials for helping people who are new to insurance understand a variety of health topics.

*Also available for download in [other languages](#) including Arabic, Chinese, Creole, Korean, Polish, Portuguese and Vietnamese. This web page also includes translations of the Marketplace family application.