



ChooseHealth

DELAWARE

Your guide to the health insurance marketplace

Website and Social Media



ESPAÑOL

NEED HELP?



Your guide to health insurance reform.

Choose Health Delaware is the free Official State Program to help you understand health insurance reform and the Health Insurance Marketplace. Finally, health insurance for all.

Plan & Cost Info
Coming October
1st



Individuals and Families >

Business Owners >

Partners >



You are posting, commenting, and liking as Choose Health Delaware — Change to Allie Parkowski



Choose Health Delaware

Timeline

Recent

Admin Panel



Choose Health Delaware

135 likes · 49 talking about this

Update Page Info 2

✓ Liked



Government Organization
Your official resource for finding out how health insurance reform and the Health Insurance Marketplace can benefit you. www.ChooseHealthDE.com

About



Photos

135

Likes



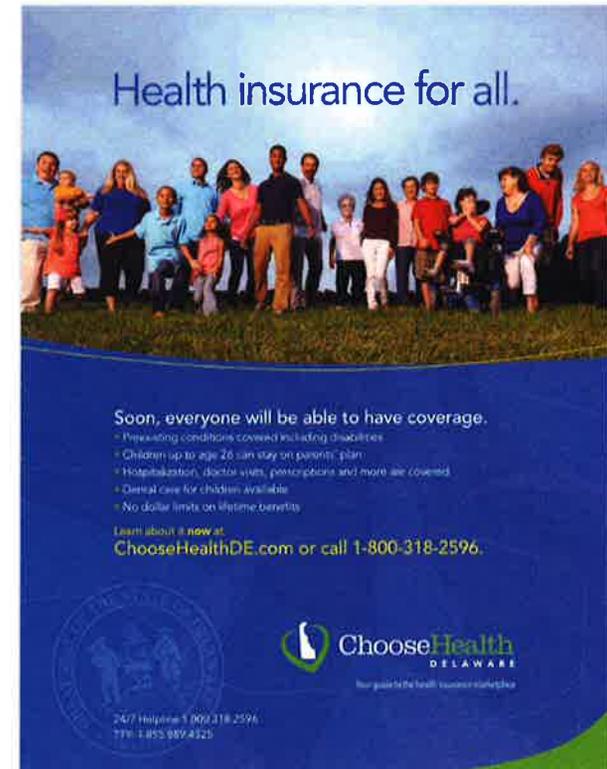
Videos

Chat

Mass Media Tactics and Concepts

Mass Media Tactics

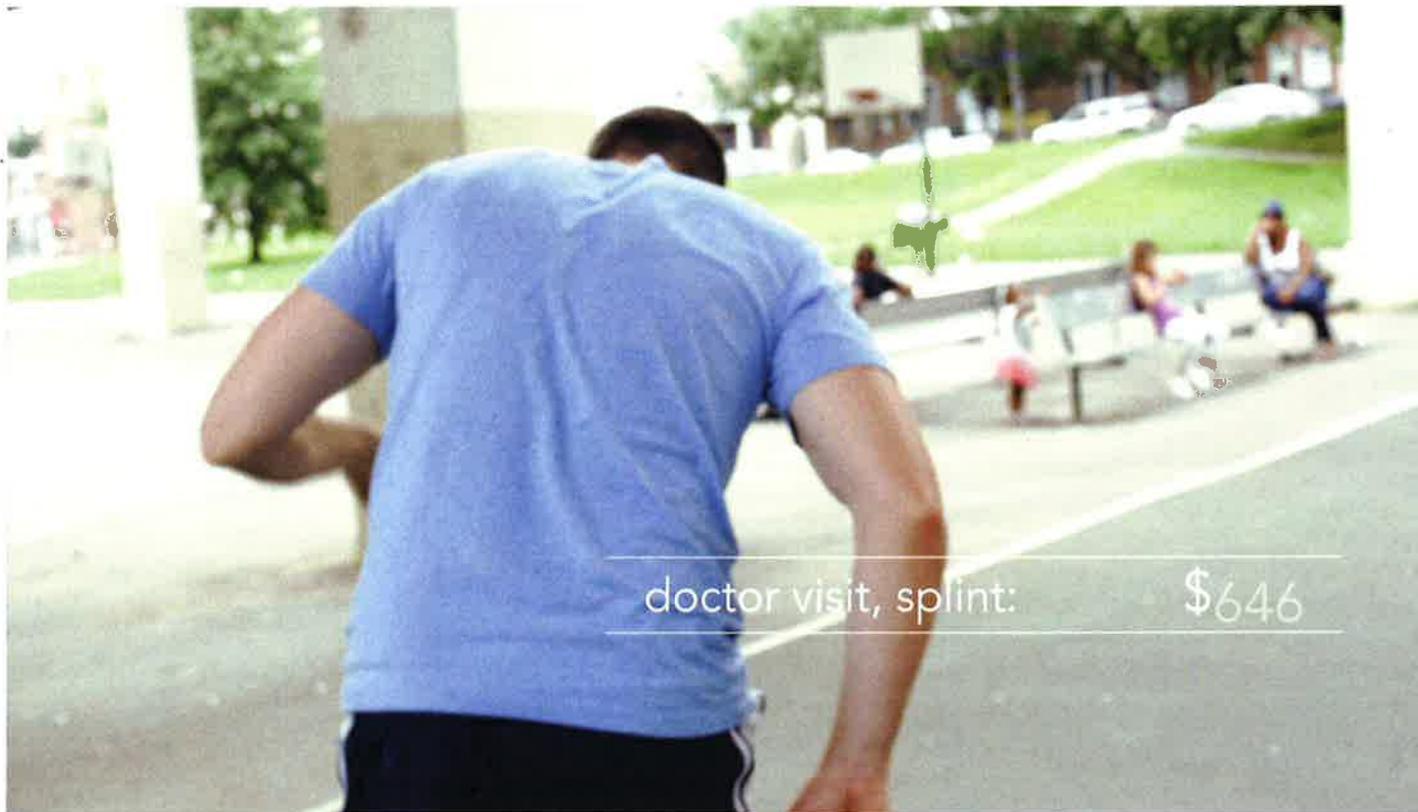
- TV
- Billboards
- Mall Posters
- Transit Ads
- Bar Coasters
- Displays
- Cash jackets (English/Spanish)
- Radio (English/Spanish)
- Print ads (English/Spanish)
- Banner ads (English/Spanish)



Print ad



Television (18-29 year old audience)



Television (30-64 year old audience)



Grassroots Outreach: Marketing Materials



ChooseHealth
DELAWARE

CONSUMER COLLATERAL

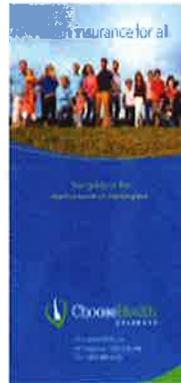


Your guide to the health insurance marketplace



A

Rack card
Simple 2-sided English/Spanish that can be used for media plan banners as well.



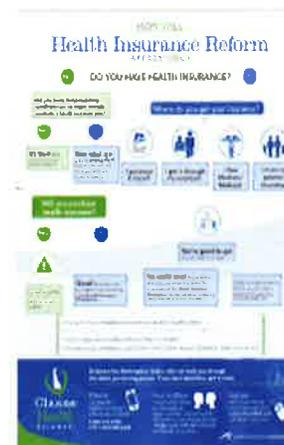
B

Collateral brochure
Detailed info in English



D1

Infographic 1
Cost of medical expenses vs. healthcare expenses.



D2

Infographic 2
How will health insurance affect me?

E

Premiums

Various giveaway examples:

- Hand sanitizer
- Branded Band Aids
- Grocery guide
- Draw string bag
- Message pen



G

Tablecloth



F

Pull up Display



Health insurance for all
your employees.



Delaware Business Owners'
guide to the SHOP Marketplace.



ChooseHealthDE.com
24/7 Helpline 1.800.318.2596
TTY: 1.855.889.4325

Employer brochure

Thank you!



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