



Healthcare Marketplace is Open in Florida

Broward Regional Health Planning Council and partners working to help Broward County residents navigate and sign-up for healthcare

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FORT LAUDERDALE, FL – December 16, 2015 – Open enrollment to purchase healthcare insurance through the *Health Insurance Marketplace* has kicked off. The open enrollment runs through Jan. 31, 2016.

In order for coverage to start on Jan. 1, Floridians must sign up and pay for a plan by Dec. 15, 2015. Consumers who enroll in a health insurance plan by Jan. 15 will have their coverage begin on Feb. 1, 2016. During last year's open enrollment period, more than 90 percent of Florida residents were eligible for some form of financial assistance made available through the Health Insurance Marketplace as a provision of the *Affordable Care Act*. According to the Kaiser Family Foundation, as of June 30, 2015, there were more than 1.3 million people enrolled in Florida's marketplace.

Broward Regional Health Planning Council (BRHPC) is leading the drive to alert Broward County residents that it is important for them to sign up by Jan. 31. Individuals and families, even if they have been denied insurance in the past, are encouraged to log onto **www.brhpc.org** or **www.coveringflorida.org**, or call 2-1-1 for help in the enrollment process and to learn about potential financial assistance.

BRHPC has partnered with several local community-based organizations — 211-Broward, Hispanic Unity of Florida, Urban League of Broward County and Community Access Center — to help get the word out and to make sure individuals and families sign up and get access to the medical coverage they need. Working with BRHPC and its partners, Broward residents will receive assistance enrolling and guidance in navigating the various health insurance plan options by certified Navigators.

“South Florida had great results earlier this year in signing up eligible residents,” said Michael DeLucca, President and CEO of BRHPC. “There are still thousands of people who do not have health insurance. We want to help the community learn more about the Marketplace and show them how easy and affordable it is to get health coverage.”

Timing is critical. The tax penalty for avoiding purchasing health insurance has doubled for 2016. The penalty for 2016 is 2.5 percent of income, or \$695 per adult (whichever is greater) and the penalty for each child in the family without coverage will be up to \$347.50. The government collects these penalties through tax refunds.

Residents who utilize BRHPC and its partners need to bring the following documentation with them to their appointment:

- Email Address (an account can be set up at the appointment)
- Social Security number
- Annual Income
- Naturalization or Immigration Documentation

To learn how to enroll, or for more information, call 2-1-1, email getcovered@brhpc.org or log onto www.brhpc.org or www.coveringflorida.org.

ABOUT BROWARD REGIONAL HEALTH PLANNING COUNCIL

The Broward partnership for enrollment in the Health Insurance Marketplace is comprised of six (5) trusted, local agencies brought together to help uninsured people find and enroll in health coverage that best meets their needs. The partnership includes Broward Regional Health Planning Council, 2-1-1 Broward, the Urban League of Broward County, Hispanic Unity of Florida, and Community Access Center. Each agency has trained, certified Navigators who are able to help the public enroll in a health insurance plan that meets their specific needs. All information provided for enrollment is kept private and secure, as required by law.