



This Friday, January 15, 2016 is the last day for consumers to enroll in coverage through the Federally-facilitated Marketplace (FFM) to start on February 1, 2016.

The Centers for Medicare & Medicaid Services (CMS) expects heavier-than-normal traffic at the Marketplace Call Center and at HealthCare.gov this week. We suggest you contact the Marketplace Call Center during off-peak hours (generally before 9am and after 6pm ET).

Important deadlines are when consumers are in the greatest need of assistance and when your help will most likely lead to enrollment. In addition to your own successful strategies, please consider the following suggestions for the final days before the enrollment deadline:

- **Make sure your schedule fits your clients' needs.** Extend your hours so consumers can get the advice they need, even outside of normal business hours.
- **Email or call your clients about Marketplace coverage.** Reach out to your clients whether they have expressed interest in coverage previously or they do business with you in another line of coverage as Marketplace plans may work for their families. Also, the deadline motivates consumers who've been thinking about getting coverage to actually complete enrollment.
- **Use social media.** Use social media to remind a larger audience about the enrollment deadline. You can help persuade people who haven't previously looked into getting Marketplace coverage to do so. The deadline can motivate them to learn more.
- **Keep a hot leads list.** You may not be able to keep up with demand just before the January 15, 2016 deadline, but don't turn people away. Keep a list of interested consumers and their contact information and follow up with them after the January 15, 2016 deadline. They can enroll by January 31, 2016 for coverage starting March 1, 2016.

Remember: Interest is highest and outreach is most likely to be effective before the deadline, so make the most of these final days.