



DC Health Link Open Enrollment Fair

November 23, 2013 ♦ 10:00am – 3:00pm

DC Health Benefit Exchange Authority

Board of Directors Meeting

Wednesday, November 13, 2013 - 5:30 pm

Judiciary Square

441 Fourth Street, NW - 820 N



Get the facts. Get covered.

Young Invincible Project

DC Health Link Barber, Beauty and Spa Outreach Day

DC Health Link Assisters, the Young Invincibles and other groups will join together to visit local barber shops, beauty salons and nail shops to distribute literature about DC Health Link and encourage shop owners to attend a special workshop about DC Health Link as an appropriate business model for employee health insurance.

Saturday, November 16, 2013

8:30 am - Meet and Rally at St. Paul AME Church (Morning coffee and pep talk followed by assignments for Assisters who will be disbursed to each ward of the city to walk into shops and share information about DC Health Link)

9:00 am - Teams to be deployed to Wards 1, 2, 4, 5 and 7

4:00 pm – Teams return to share experiences and turn in data cards

Faith Based Project

DC HEALTH LINK INTERFAITH SUNDAY

DC Health Link Assisters, staff and some city officials will visit and share information about the Affordable Care Act at local places of worship and encourage residents and small business owners to enroll in affordable health plans on the District's new online health insurance marketplace. Certified DC Health Link Assisters and insurance brokers will be on-site to offer enrollment assistance.

DC Health Link Interfaith Sunday

Sunday, November 17, 2013

Time: Worship Services vary from 8:00 am – 2:00 pm

Location: Faith institutions throughout the city

Young Invincible

DC HEALTH LINK “FACT MOBS” – Metro Stations

DC Health Link Assisters will promote DC Health Link at busy corners in the city to pass out literature, and the announce DC City-Wide Enrollment Fair on Friday, November 22nd and Saturday, November 23rd at the following four locations:

Friday, November 22, 2013

11:00 am – 1:00 pm

Benning Road, Minnesota Avenue, Ft. Totten, and U Street Metro Stations

Friday, November 22, 2013

4:00 pm – 6:00 pm

Benning Road, Minnesota Avenue, Ft. Totten, and U Street Metro Stations

Saturday, November 23, 2013

10:00 am – 12:00 pm

Benning Road, Minnesota Avenue, Ft. Totten, and U Street Metro Stations



The DC Health Benefit Exchange Authority is hosting a “**DC Health Link City-wide Information Day and Enrollment Fair.**” at the Martin Luther King Memorial Library on November 23rd to educate the DC community about DC Health Link, and enroll residents and small business owners..

DC Health Link City-wide Information Day and Enrollment Fair

Date:	Saturday, November 23, 2013
Time:	10:00am – 3:00pm
Location:	Martin Luther King Memorial Library 901 G St NW Washington, DC 20001
Expected Attendance:	1,500 – 2,000

As part of DC Health Link's initiative to engage community partners, the agency has secured the MLK Memorial Library on November 23 as the location for the DC Health Link Enrollment Day Fair. The event will serve as a citywide event, engaging, educating, and enrolling the District residents on DC Health Link. The event will take place, both, inside the MLK Memorial Library and on the outside courtyard, driving the community to the enrollment fair. Speakers, brokers, business partners, assisters, street teams, entertainment, collateral/swag, enrollment demonstrations, local media and social media will be leveraged at this event

Objective: The event will enable District residents, small business owners and their employees to enroll in health insurance plans that meet their needs and budgets. Trained experts will be on-site to assist with the enrollment process.

The Fair will officially open with a brief program and special remarks. We have also invited local business and civic leaders and DC sports team personalities to offer encouraging words to our residents about the importance of maintaining healthy life and obtaining quality health insurance will enable District residents, small business owners and their employees to enroll in health insurance plans that meet their needs and budgets.

Trained experts will be on-site to assist with the enrollment process. The Fair will officially open with a brief program and special remarks. We have also invited local business and civic leaders and DC sports team personalities to offer encouraging words to our residents about the importance of maintaining healthy life and the value of health insurance

Scope of the Event

The brief program will be followed by a variety of activities including enrollment booths, exhibits, information tables, health screenings, live music, activities for children and more. As this day is designed to raise awareness about and encourage enrollment in DC Health Link, the Mayor and DC Council will officially proclaim Saturday, November 23rd as DC Health Link Day.

Q&A, Feedback, Recommendations?

Thank you!

Event Point-of-Contact

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For more information about DC Health Link, visit www.DCHealthLink.com.