

## FOR IMMEDIATE RELEASE

Dec. 15, 2020

### PRESIDENT-ELECT BIDEN PROMOTES COVERAGE ON PERSONAL TERMS – STATEMENT MARKS NEW DAY IN PROMOTION OF ENROLLMENT AFTER FOUR YEARS OF SILENCE

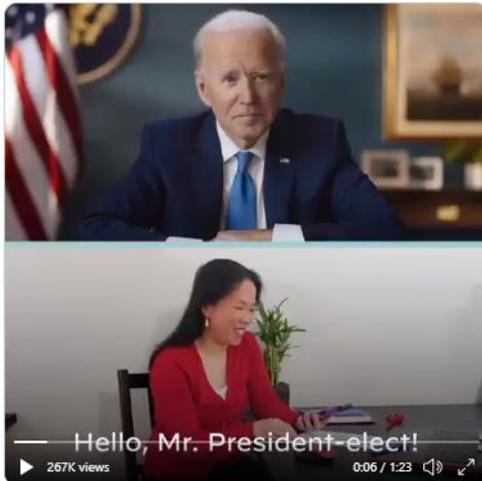
- *President-elect Biden and Vice President-elect Harris have leaned in, encouraging Americans to get covered at [healthcare.gov](https://www.healthcare.gov), which is critical as the COVID-19 vaccine makes its way across America.*
- *An estimated 16 million Americans are uninsured right now, even though they are eligible for financial help through their Affordable Care Act marketplace, or free coverage through Medicaid.*
- *Spreading the “get covered” message is important because marketplaces that use HealthCare.gov are on track to sign up 1.8 million fewer new consumers in 2021, compared to the 2016 open-enrollment period, which is the last year the marketplaces were supported by a robust marketing and outreach effort.*

 Biden-Harris Presidential Transition  
@Transition46

Stories like Elena & her daughter Xiomara's remind us of the importance of the Affordable Care Act.

Today is the last day of open enrollment for health insurance through the ACA for 2021.

Visit [healthcare.gov](https://www.healthcare.gov) to find a plan that works for you.  
#GetCovered



**WASHINGTON DC**— As the COVID-19 pandemic continues to surge across America and the vaccine begins to make its way across America, President-elect Joe Biden added his voice and a demonstration of presidential leadership to a growing coalition of states, bipartisan elected leaders, consumer and patient groups, health care providers, and celebrity ambassadors who comprise the Get Covered 2021 coalition.

The president-elect tweeted [an important message](#) and video earlier today, encouraging people to visit [healthcare.gov](https://www.healthcare.gov) and enroll in health insurance. The President-elect's leadership and engagement added the most important voice in the nation to the Get Covered 2021 coalition leaders' and coalition members' call for action, including Little Lobbyists, whose co-founder and executive director, Elena Hung, is featured in the video.

“President-elect Biden leaned in to promote enrollment as Vice President – including coming in person to do grassroots outreach in Los Angeles,” said Get Covered 2020 Co-Chair and Executive Director of Covered California Peter V. Lee. “President-elect Biden’s action then and now stand in stark

contrast to President Trump, who knows well how to tweet and use social media but has never once said a word to promote enrollment through healthcare.gov. Moreover, the President-elect's engagement with Elena and her daughter Xiomara illustrates the most important point -- coverage is about helping people stay healthy and live their best lives. We must never forget that this effort is about helping people from all walks of life have the best possible coverage and care."

The spotlight on coverage from the highest office in the land is a stark change from the past four years during which President Trump has never gone to social media to promote enrollment in healthcare.gov to let millions of Americans know they could get financial help, but has instead undertaken an array of policy actions to dramatically cut back on efforts to promote the Affordable Care Act or the federally facilitated exchange (FFE), HealthCare.gov. As a result, the marketplaces that use the FFE are on track to sign up 1.8 million fewer new consumers in 2021, compared to the 2016 open-enrollment period.

The most recent data shows that of the 28 million Americans currently uninsured, more than half of them — 16 million — are eligible for financial help to pay for their health insurance costs or for free coverage through Medicaid. The financial help significantly reduces their monthly premiums, which means that two out of three consumers can get a plan for \$10 per month or less.

Get Covered 2021 is supported by national health leaders, health care providers, celebrities and a bipartisan array of elected officials committed to raising awareness about the need for COVID-safe practices and the link between health and coverage. These groups and individuals are getting the message out that financial help is available for millions of Americans to make coverage affordable, through social media by sharing the website [GetCovered2021.org](https://www.getcovered2021.org) (where consumers can be linked directly to enrollment help) and using the hashtag #GetCovered2021.

Get Covered 2021 coalition members include the American Public Health Association, American Heart Association, American Medical Association, American Academy of Family Physicians, American Hospital Association, America's Physician Groups, American Cancer Society, Mental Health America, National Hispanic Medical Association, the Service Employees International Union, American Federation of Teachers, National Association of Community Health Centers and many more, along with 16 states, the District of Columbia and Get Covered America.

A diverse array of celebrity and athlete ambassadors have also joined on in support, including AJ Andrews, Odell Beckham Jr., Beth Behrs, Tanner Buchanan, Caron Butler, Shilique Calhoun, Charlie Carver, Max Carver, Stephen Curry, Freddy Galvis, Adrian Gonzalez, Mark Hamill, Ken Jeong, George Lopez, Danielle Macdonald, Angel McCoughtry, Alyssa Milano, Bill Pullman, CC Sabathia, Sarah Silverman, George Takei, Bradley Whitford and James Wilks. Ambassadors have provided their support using their unique platforms to educate and encourage people across the country to get covered.

The Get Covered 2021 initiative has engaged with more than 140 million people through a national social media blitz leading to Get Covered America Day on Dec. 10 and through Dec. 15, when much of the nation ends open enrollment. The effort continues as many state-based marketplaces, like California, Colorado, Massachusetts, New York, Pennsylvania, and Washington are open into the month of January. Medicaid programs, which have 6.7 million Americans eligible for coverage, are open every day of the year for enrollment and all marketplaces are open for consumers who have recently lost job-based coverage.

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