

Protect Our Care Wisconsin: ACA Special Enrollment period begins

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WISCONSIN — Today, the Centers for Medicare & Medicaid Services (CMS) opened the Affordable Care Act Marketplace for enrollment, as Americans continue to face the health and economic consequences of the coronavirus pandemic. President Biden enacted the special enrollment period with a January executive order. The Marketplace opens today and will remain open through Saturday, May 15. According to CMS, [9 in 10](#) current Marketplace enrollees receive financial help, and 75 percent of consumers can find a plan for \$50 or less. CMS will also launch outreach efforts including broadcast, radio, and digital advertising to let people know they may be eligible for subsidies. These outreach efforts will prioritize reaching groups that historically have experienced lower access to health coverage and greater disparities in health outcomes. In response, Protect Our Care Chair Leslie Dach issued the following statement:

“President Biden is delivering on his health care promises. For four years, Republicans waged a war on America’s health care. President Biden is doing the opposite. Thanks to the President’s actions, millions of Americans will now be able to buy affordable quality health insurance for themselves and their families. This is so important during this pandemic, when millions have lost their job or can no longer afford their insurance and where every American is worried about their access to health care. The President’s announcement of a \$50 million marketing campaign will mean more Americans know that affordable health insurance is now within their reach. This move comes on the heels of a historic week for health care, where the House Democrats strengthened the already substantial health care provisions proposed by President Biden in the American Rescue Plan. It’s clear President Biden and Democrats are using every tool at their disposal to build on the

strong foundation of the Affordable Care Act to lower costs and expand coverage.”