Website and Social Media
Your guide to health insurance reform.

Choose Health Delaware is the free Official State Program to help you understand health insurance reform and the Health Insurance Marketplace. Finally, health insurance for all.
Choose Health Delaware

Government Organization
Your official resource for finding out how health insurance reform and the Health Insurance Marketplace can benefit you. www.ChooseHealthDE.com

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About
Mass Media Tactics and Concepts
Mass Media Tactics

- TV
- Billboards
- Mall Posters
- Transit Ads
- Bar Coasters
- Displays
- Cash jackets (English/Spanish)
- Radio (English/Spanish)
- Print ads (English/Spanish)
- Banner ads (English/Spanish)
Television (18-29 year old audience)

doctor visit, splint: $646

ChooseHealth DELAWARE
Television (30-64 year old audience)
CONSUMER COLLATERAL

A) Rack card
Simple, easy to read English Spanish that can be used for media plan, business as well.

B) Collateral brochure
Detailed info in English

D1) Infographic 1
Cost of medical expenses vs. healthcare expenses

D2) Infographic 2
How will health insurance affect me?

E) Premiums
Various giveaway examples:
- Hand sanitizer
- Branded Band Aids
- Grocery guide
- Draw string bag
- Message pen

F) Pull up Display

G) Tablecloth

Choose Health Delaware
Kicks off the Health Insurance Marketplace

LET'S TALK about health insurance reform.
Wondering how it will affect you?
We can help.

Choosehealthdelaware.com
203-741-0000 (8 AM to 8 PM)
1-800-652-3273

Health Insurance Plan

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Health insurance for all your employees.

Delaware Business Owners’ guide to the SHOP Marketplace.

ChooseHealth

ChooseHealthDE.com
24/7 Helpline 1.800.318.2596
TTY: 1.855.889.4325

Employer brochure
Thank you!