

DATE: April 28 (Weekly until August 15)

SUBJECT: [ACTION IS NEEDED] Provide Permission to Receive Savings

Teaser: The American Rescue Plan savings have now been implemented at pennie.com

TARGET POPULATION: Customers who need to provide permission (19,451)

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gets you covered.



pennie.com

\$ Significant Savings are Coming Your Way! \$

But first we need YOU to take the next step!!

As a result of the American Rescue Plan, Pennie customers are going to see substantial increases in their financial assistance for 2021 and 2022! This includes enrollees who will now be eligible for financial assistance.

We need your help to ensure you get these savings! Please visit your account at pennie.com and provide Pennie permission to run your eligibility so you can receive these significant savings soon!

Once you provide permission, we will update your account shortly with your new premium payments!

[Visit pennie.com](https://pennie.com)

Because of these savings, Pennie has extended its COVID-19 Enrollment Period until August 15 but update your application before May 31st to see your new premium savings for your June coverage!

As always, Pennie gets you covered (more covered than ever before)!

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DATE: April 28 – weekly until August 15

SUBJECT: Huge Savings Are Here! Enroll in Affordable Coverage Today

Teaser: The American Rescue Plan allows for money to be back in the hands of Pennie customers

TARGET POPULATION: Open Application at Pennie – Campaign (203,576)



\$ Significant Savings are Here! GO GET COVERED TODAY \$

Apply & enroll before May 31st for June 1st coverage!

As a result of the American Rescue Plan, Pennie customers are going to see substantial increases in their financial assistance for 2021 and 2022! This includes enrollees who will now be eligible for financial assistance.

In some cases, this could mean that premiums are eliminated completely! You read that right, completely eliminated!

If you do not currently have health coverage, hurry up and get your savings today!

Visit pennie.com to shop, compare and enroll in *affordable* health coverage!

Pennie's COVID-19 Enrollment Period will run until August 15.

[Visit pennie.com](https://pennie.com)

As always, Pennie gets you covered (more covered than ever before)!

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DATE: Email Campaign – Reminder if needed (or we can send the one above weekly)

SUBJECT: REMINDER: New Savings Are Available at Pennie

Teaser: Enroll in new savings today in the COVID-19 Enrollment Period

TARGET POPULATION: Open Application at Pennie – Campaign (203,576)

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REMINDER!

NEW SAVINGS ARE AVAILABLE AT PENNIE!

\$\$ ENROLL TODAY \$\$

Apply & enroll before May 31st for June 1st coverage!

Visit pennie.com to shop, compare and enroll in *affordable* health coverage!

Pennie's COVID-19 Enrollment Period will run until August 15.

Visit pennie.com

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DATE: April 28 – Once a month

SUBJECT: You + Pennie = Huge Health Coverage Savings!

Teaser: The American Rescue Plan allows for money to be back in the hands of Pennie customers

TARGET POPULATION: Open apps on FFM/those who filled out ambassador forms/Cancelled Pennie plans (235,769)

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\$ Significant Savings are Available at Pennie! \$

As a result of the American Rescue Plan, Pennie customers are going to see substantial increases in their financial assistance for 2021 and 2022! This includes enrollees who will now be eligible for financial assistance.

In some cases, this could mean that premiums are eliminated completely! You read that right, completely eliminated!

Uninsured? Need health coverage? Need it to be affordable? Pennie gets you covered! Visit pennie.com to shop, compare and enroll in quality, affordable coverage today! Pennie's COVID-19 Enrollment Period will run into August 15!

Visit pennie.com

As always, Pennie gets you covered (more covered than ever before)!

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