



### **Pennie General Talking Points:**

- Pennie is the state's official, self-sustaining health insurance marketplace and the home for high-quality, affordable health insurance plans.
- Pennie's mission is to help Pennsylvanians get the coverage they need and is the **ONLY** place that will connect them with financial savings to help lower their monthly and/or out-of-pocket costs.
- Customers will be able to shop with Pennie during the Open Enrollment Period which runs from November 1<sup>st</sup> through January 15<sup>th</sup>. Pennie will help individuals and families without employer coverage and the uninsured access quality health coverage that fits their budgets.
- Pennie is the only source for financial savings to help lower the cost of coverage and care. Nine out of 10 of customers qualify for financial savings. Qualification is based on income and family composition and Pennie can help customers learn if they qualify.
- Pennie aims to increase the number of Pennsylvanians with coverage, regardless of their income. Pennie operates a "*no wrong door*" policy to ensure those deemed eligible for programs like Medicaid or the Children's Health Insurance Program are connected to coverage.
- Pennie understands health insurance can be confusing so local, expert customer assistance is provided for all Pennsylvanians seeking coverage. Pennie is here to help every step of the way. Find assistance by visiting the [connect page](#) at pennie.com.
- For more information on Pennie, visit [pennie.com](https://pennie.com) or call Pennie Customer Service at 1-844-844-8040.