

SUBJECT: Pennie Customers Seeing New Savings Soon

Teaser: Accounts updated with American Rescue savings

TARGET POPULATION: Brokers/Assisters/Insurers/Legislators and congressional delegations

Content:

GREAT NEWS!

**We have re-run our current customers' eligibility and will be soon be updating their accounts with their new premium savings!
Exciting, right?!**

Most of our current customers will be receiving a notice from Pennie in the next few weeks. This notice will include details about their household's updated savings and the amount of their adjusted premium payments. Customer accounts will be updated automatically, so most of our current customers won't lift a finger!

As a result of the American Rescue Plan, many Pennie customers are going to see increases in their financial assistance for 2021 and 2022! This includes enrollees who may previously been income ineligible for financial assistance. *In some cases, this could mean that premiums are eliminated completely!*

REMINDER: Any Pennsylvanian who was unemployed at any point in 2021 may qualify for the maximum amount of financial assistance (this means nearly \$0 premiums)! [Click here](#) for an FAQ on how to self-attest for unemployment compensation in the Pennie application.

More information and to help spread the word, check out Pennie's American Rescue Plan materials and resources at <https://agency.pennie.com/toolkit/>.

These resources include talking points, FAQs, job aids, digital ads, sample social media posts, updated Pennie collateral material and more.

SUBJECT: Pennie Notice On The Way!

Teaser: New savings are here from the American Rescue Plan

TARGET POPULATION: Current Customers – those with APTC (around notice time)

Content:

You should be seeing a Pennie notice in the next few days about your new monthly premiums!

**Read it over, and if you need some help, reach out to the Pennie Call Center at
1-844-844-8040.**

We have re-run your financial assistance eligibility and automatically updated your account with your new premium savings! Exciting, right?!

Reminder: If you were unemployed in 2021, you may qualify for the maximum amount of financial assistance (this means nearly \$0 premiums)! Click here for an FAQ on how to self-attest for unemployment compensation in the Pennie application.

Like we said, you do not have to do anything but if you would like to shop and consider enrolling in a new plan with more coverage (that now fits your budget), visit pennie.com to shop and view your options! Get more coverage for less money!

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

SUBJECT: Did you see your Pennie notice?

Teaser: New savings are in your account

TARGET POPULATION: Current Customers – those with APTC (after notice)

Content:

You should have received a notice from Pennie about your new savings and monthly premium!

If for some reason you did not see this notice, no worries! Head over to your Pennie account and check out your new monthly premium.

If you have any questions, call the Pennie Call Center at 1-844-844-8040.

We have re-run your financial assistance eligibility and have automatically updated your account - no need to lift a finger!

Reminder: If you were unemployed in 2021, you may qualify for the maximum amount of financial assistance (this means nearly \$0 premiums)! Click here for an FAQ on how to self-attest for unemployment compensation in the Pennie application.

Like we said, you do not have to do anything but if you would like to shop and consider enrolling in a new plan with more coverage (that now fits your budget), visit pennie.com to shop and view your options! Get more coverage for less money!

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

SUBJECT: With Pennie, You Now Qualify! Look for a notice soon!

Teaser: Your account will be updated with Savings

TARGET POPULATION: Current Customers – those newly eligible for APTC (around notice)

Content:

CONGRATS - You now qualify for financial assistance!

You should be seeing a Pennie notice soon about your new savings and monthly premium!

Check it out and call the Pennie Call Center at 1-844-844-8040 if you have any questions!

We have re-run your financial assistance eligibility and will be automatically updating your account shortly with your new premium savings!

Exciting, right?! Your Pennie account will be updated automatically, no need to lift a finger!

Reminder: If you were unemployed in 2021, you may qualify for the maximum amount of financial assistance (this means nearly \$0 premiums)! [Click here](#) for an FAQ on how to self-attest for unemployment compensation in the Pennie application.

Like we said, you do not have to do anything but if you would like to shop and consider enrolling in a new plan with more coverage (that now fits your budget), visit pennie.com to shop and view your options! Get more coverage for less money!

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

SUBJECT: Your Pennie Savings Notice

Teaser: Your new savings are in your account

TARGET POPULATION: Current Customers – those newly eligible for APTC (after notice)

Content:

You now qualify for financial assistance!

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Like we said, you do not have to do anything but if you would like to shop and consider enrolling in a new plan with more coverage (that now fits your budget), visit pennie.com to shop and view your options! Get more coverage for less money!

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

SUBJECT: IMPORTANT PENNIE UPDATE: Get MORE For LESS!

Teaser: Shop plan options, you can now afford more coverage!

TARGET POPULATION: Customers who will now benefit from enrolling in a silver/gold plan (from bronze)

Content:

You now may be able to afford more coverage for less due to the increase in financial assistance provided through Pennie!

We double checked your account and think you may benefit from enrolling in a Silver or even a Gold plan for about the same amount you're paying currently! Pennie has increased the amount of financial assistance provided for their customers as a result of the American Rescue Plan and you could benefit by having *more coverage for less money!*

Visit pennie.com and compare the Silver and Gold plans to see what high-quality coverage options your increased financial assistance can get you! If you have any questions, contact the Pennie Call Center at 1-844-844-8040.

Pennie's COVID-19 Enrollment Period will run until August 15 but change your plan today for more coverage starting **July 1st!**

Pennie Gets You Covered (more covered than ever before)!