**Transition Language:**

To ensure a consistent message from all stakeholders and partners, please use the following language when communicating to customers about Pennsylvania’s transition from HealthCare.gov to Pennie:

*For plan year 2021, Pennsylvania is transitioning from HealthCare.gov to its own state-based health insurance marketplace called Pennie. Pennie is the official destination for shopping and purchasing quality health insurance plans and the only place to access financial assistance, if eligible.*

*Pennie will help customers transitioning from Healthcare.gov, individuals and families without access to employer coverage, and the uninsured. Pennie will be live at the beginning of the 2021 Open Enrollment Period which runs from November 1, 2020 through January 15, 2021.*

*Please visit pennie.com to find information and assistance on your health insurance options moving forward.*