



PARTNER TOOLKIT GET INVOLVED IN COVERAGE TO CARE



This guide includes:

- About Coverage to Care
- How to become a Coverage to Care partner
- Resources to download and share
- Ideas to engage the community
- Drop-in article content for newsletter or web
- Shareable social media messages

ABOUT COVERAGE TO CARE

Thank you for your interest in [Coverage to Care \(C2C\)](#).

There are many ways to get involved!



Why is this initiative so important?

In the United States, [16.3 million](#) people signed up for coverage in the 2023 Open Enrollment, allowing them to gain or renew access to the health coverage they need. Enrolling in a health plan is only the initial step. The next step is to make the most of that coverage to maintain and improve health.

Developed by the Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH), C2C aims to help people with health coverage, whether through an employer, Medicare, Medicaid, the Health Insurance Marketplace®, or another type of health coverage, understand their benefits and connect to primary care and to preventive services, so they can live a long and healthy life. As part of the initiative, CMS OMH has created several [resources in multiple languages](#), free of charge to your organization and consumers, to help health care professionals and national and community organizations support consumers as they navigate their coverage.

WAYS TO COLLABORATE



Become a Partner

Your support is vital to help new enrollees and other patients make the most of their coverage and access preventive services to support their health goals. Getting involved is simple. If you have any questions, email us at coveragetocare@cms.hhs.gov.



Share the Tools

Whether you represent an organization or are an individual community advocate, you can be part of the important effort to improve the health of our nation. We encourage you to share C2C resources in churches, clinics, health systems, and your community settings.



Download and Share C2C Resources

[5 Ways to Make the Most of Your Health Coverage – English \(PDF\)](#)

This checklist is a quick reference on how to make the most of your health coverage.

- [Spanish/Español \(PDF\)](#)

Download and Share C2C Resources



[Roadmap to Better Care – English \(PDF\)](#)

This roadmap explains what health coverage is, and how to use it to get the primary care and preventive services to help you and your family live long, healthy lives.

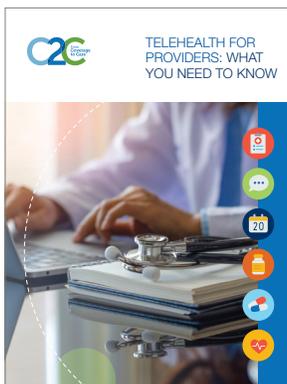
- [Arabic / العربية \(PDF\)](#)
- [Chinese / 中文 \(PDF\)](#)
- [Haitian Creole / Kreyòl Ayisyen \(PDF\)](#)
- [Korean/ 한국어 \(PDF\)](#)
- [Russian / Русский \(PDF\)](#)
- [Spanish / Español \(PDF\)](#)
- [Tribal Version \(PDF\)](#)
- [Ukrainian / Українська \(PDF\)](#)
- [Vietnamese / Tiếng Việt \(PDF\)](#)



[Enrollment Toolkit – English \(PDF\)](#)

This is a tool to help consumers choose the health plan that's right for them.

- [Spanish/Español \(PDF\)](#)



[Telehealth for Providers: What You Need to Know \(PDF\)](#)

Help providers learn how and when to use telehealth, including how to set up telehealth services, how to conduct a successful visit, and how to keep up to date on telehealth payment (particularly for Medicare and Medicaid).



Order printed copies of C2C resources, free of charge to your organization, and have them shipped for free directly to you.

For additional C2C resources in multiple languages, visit go.cms.gov/c2c.



Spread the Word

Looking for ideas on how you can help share C2C information and resources with others in your network? Here are some suggestions:

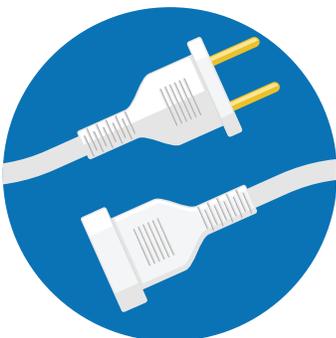
- Publish a drop-in article on your organization's blog page
- Post a blurb in your community newsletter
- Post pre-crafted Facebook posts, tweets, graphics, and the hashtag #Coverage2Care on your social media channels
- Use the web badge to direct people to go.cms.gov/c2c
- **Include direct links on your website** to the C2C resources



Add to the Momentum

Here are some event ideas to help your community go from coverage to care.

- Work with local hospitals, clinics, and health centers to add a C2C presentation to their roster of community education classes, and to include C2C materials as part of their community health fairs. Consider hosting an Awards Breakfast to recognize patients who have done an exceptional job managing their health coverage.
- Collaborate with community centers to incorporate a C2C presentation into their current activities or as a special event. Work with the person who coordinates the education classes or group meetings at your local clinic, adult education institution, civic club, or YMCA.
- Engage your local church or place of worship to host an educational session.
- Host an educational web conference featuring C2C resources and products. Develop a session for a meeting or conference and consider using the [C2C presentation](#).
- Host a workshop to help people understand how to make the most of their health coverage.
- Hold a “Meet Your Provider” open house. Use C2C materials to talk with patients about how to prepare for their visit and what questions to ask.
- Consider using the [C2C Community Presentation slides](#), the [presenter’s guide](#), and the [resources handout](#) to help people learn about the C2C initiative and how to make the most of their coverage.



Stay Connected

Be the first to know when a new resource becomes available and receive the latest news on Coverage to Care.

- [Subscribe to our listserv](#).
- [Send us stories or videos](#) of how your organization uses C2C resources.

MATERIALS IN ENGLISH

Article for Blog or Other Publication

Publish the below short article, *5 Ways to Make the Most of Your Health Coverage*, in your blog or other publication to inform the newly insured and others how to make the most of their coverage.

5 Ways to Make the Most of Your Health Coverage

In the United States, [16.3 million](#) people signed up for coverage in the 2023 Open Enrollment, allowing them to gain or renew access to the health coverage they need. Enrolling in a health plan, however, is only the initial step. To help you go from coverage to care, the Centers for Medicare & Medicaid Services has created resources in multiple languages, available at no cost, to help you understand your benefits and connect to a primary care provider and preventive services.

Here are five ways to make the most of your health coverage:

- 1. Confirm your coverage:** Be sure your enrollment is complete. Contact your health plan and/or state Medicaid office. Pay your premium if you have one, so you can use your health coverage when you need it.
- 2. Know where to go for answers:** Contact your health plan to see what services are covered, and what your costs will be. Read the [Roadmap to Better Care](#) to learn about key health insurance terms, like coinsurance and deductible.
- 3. Find a provider:** Select a health care provider in your network who will work with you to get your recommended health screenings. Remember you might pay more if you see a provider who is out-of-network.
- 4. Make an appointment:** Confirm your provider accepts your coverage. Talk to your provider about preventive services. Ask questions about your concerns and what you can do to stay healthy.
- 5. Fill your prescriptions:** Some drugs cost more than others. Ask in advance how much your prescription costs and if there is a more affordable option.

[Share these tips](#) with your family and friends so they too can make the most of their health coverage and live a long healthy life. Also, check out the [Roadmap to Better Care](#) for a step-by-step guide on how to use your coverage and more detailed health insurance information. For more information about Coverage to Care, visit [go.cms.gov/c2c](https://www.go.cms.gov/c2c).

This article was written by CMS and was printed, published, or produced and disseminated at U.S. taxpayer expense.

Newsletter Blurb

Use and adapt the blurb below in your newsletter to tell members of your organization about C2C.

Read and share [resources](#), developed by the Centers for Medicare & Medicaid Services Office of Minority Health, to make the most of your health coverage and live a long healthy life. The materials, available in multiple languages, are part of the Coverage to Care (C2C) initiative, which aims to help people understand their benefits and connect to a primary care provider and preventive services. Resources can be ordered and shipped at no cost. Learn more at: go.cms.gov/c2c.

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Sample Social Media Posts and Graphics

Use and adapt these pre-written posts and graphics to spread the word about C2C via your social media channels. Click [here](#) to download a zip file containing JPEGs of the graphics.

Consumer Facebook Post/Tweet No. 1



CMSGov @CMSGov · 3h

Have questions about your health coverage? Check out the CMS “Roadmap to Better Care,” now available in nine languages, for a step-by-step guide on how to use it and what to expect. bit.ly/c2cRoadmap #Coverage2Care

The graphic features the C2C logo (Coverage to Care) in the top left. On the right, an elderly woman with white hair and glasses, wearing a green cardigan and blue pants, sits at a white table with a laptop and a coffee cup. The background is a light blue gradient. The text reads: "Understand your health coverage: **Read the Roadmap to Better Care**". At the bottom left is the URL "go.cms.gov/c2c" and at the bottom right is the CMS logo.

Consumer Facebook Post/Tweet No. 2



CMSGov @CMSGov · 3h

Now that you have health coverage, here are five ways you can make the most of it to live a long, healthy life. Follow these simple steps, available in nine languages, to go from [#Coverage2Care](#) go.cms.gov/c2c

The graphic features the C2C logo (Coverage to Care) in the top left. On the right, a woman with long blue hair, wearing a blue sleeveless top and a green skirt, sits on a green cushion and holds a large green circle with the number "5". The background is a dark blue gradient. The text reads: "5 ways to make the most of your health coverage." At the bottom left is the URL "go.cms.gov/c2c" and at the bottom right is the CMS logo.

Sample Social Media Posts and Graphics

Use and adapt these pre-written posts and graphics to spread the word about C2C via your social media channels. Click [here](#) to download a zip file containing JPEGs of the graphics.

Consumer Facebook Post/Tweet No. 3



CMSGov @CMSGov · 3h

Got coverage? Confirm your health coverage so you can use it when you need it. Contact your health plan and/or state Medicaid office to make sure your enrollment is complete.

go.cms.gov/c2c #Coverage2Care



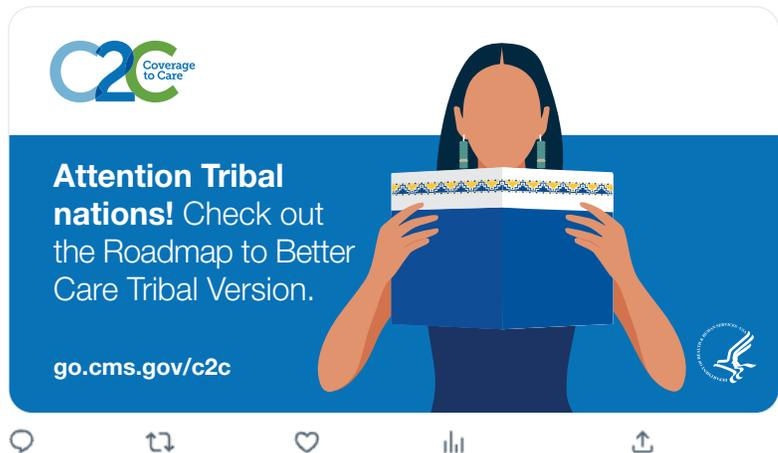
Consumer Facebook Post/Tweet No. 4



CMSGov @CMSGov · 3h

Attention Tribal nations! Download the Roadmap to Better Care Tribal Version, which helps make health care coverage more accessible for American Indian and Alaska Native individuals:

go.cms.gov/c2c #Coverage2Care



Sample Social Media Posts and Graphics

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Consumer Facebook Post/Tweet No. 5



CMSGov @CMSGov · 3h

#Coverage2Care resources are now available in Ukrainian! Check out recently translated resources such as the Roadmap to Better Care and My Health Coverage at-a-Glance by visiting our website: go.cms.gov/c2c



Consumer Facebook Post/Tweet No. 6



CMSGov @CMSGov · 3h

To make the most of your health coverage, find a provider you can trust and work with them to get your recommended health screenings. Remember you can save money by choosing a provider in your health plan's network. go.cms.gov/c2c #Coverage2Care



Sample Social Media Posts and Graphics

Use and adapt these pre-written posts and graphics to spread the word about C2C via your social media channels. Click [here](#) to download a zip file containing JPEGs of the graphics.

Consumer Facebook Post/Tweet No. 7



CMSGov @CMSGov · 3h

Don't waste your coverage. Make an appointment and talk to your provider about preventive services — many of these are free. Ask questions about your concerns and what you can do to stay healthy. go.cms.gov/c2c #Coverage2Care



Consumer Facebook Post/Tweet No. 8



CMSGov @CMSGov · 3h

Got coverage? Fill any prescriptions you need and ask in advance how much your prescription costs and if there is a more affordable option. go.cms.gov/c2c #Coverage2Care



Sample Social Media Posts and Graphics

Use and adapt these pre-written posts and graphics to spread the word about C2C via your social media channels. Click [here](#) to download a zip file containing JPEGs of the graphics.

Consumer Facebook Post/Tweet No. 9



CMSGov @CMSGov · 3h

Reducing barriers to care for minority populations is central to [#Coverage2Care](#). The C2C Roadmap to Behavioral Health can help patients access the behavioral and mental health care they need to thrive: go.cms.gov/c2c



Consumer Facebook Post/Tweet No. 10



CMSGov @CMSGov · 3h

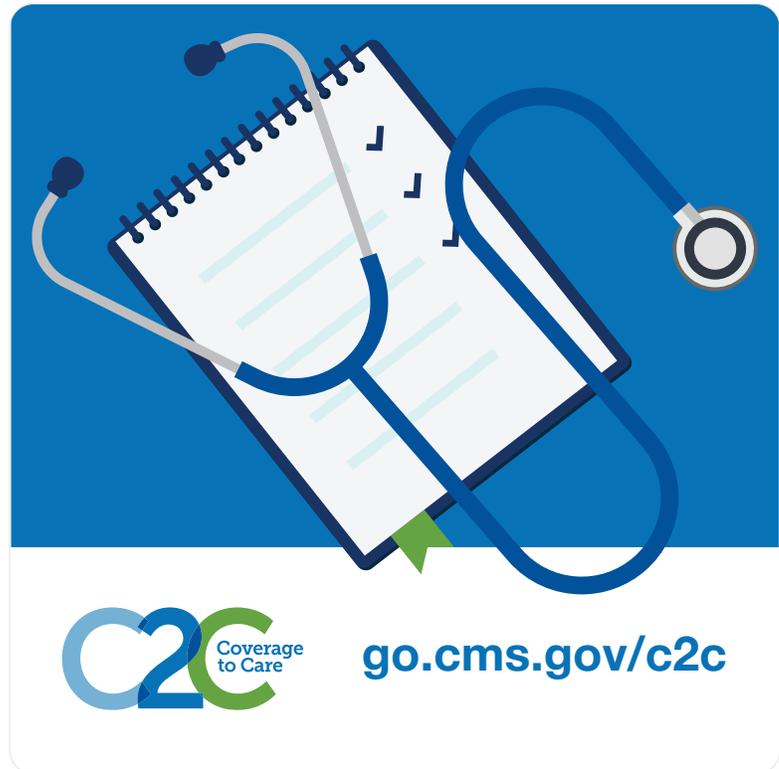
[#Coverage2Care](#) is designed to help you access the [#healthcare](#) services available to you at no cost. Find resources to access preventive care, manage chronic diseases, and more: go.cms.gov/c2c



Web Badge

Use the web badge to promote C2C resources via your website. Click [here](#) to download a zip file containing a JPEG of the badge.

Partner Web Badge



Web Badge

Use the web badge to promote C2C resources via your website. Click [here](#) to download a zip file containing a JPEG of the badge.

Partner Web Badge





go.cms.gov/c2c

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