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PUBLIC-OUTREACH EMAIL – TURNKEY COMMUNICATION KIT

HIP 2.0 LOGO INSERTED HERE

Dear [INSERT NAME]:

We are pleased to inform you that the new Healthy Indiana Plan, or “HIP 2.0,” is now available for the more than 350,000 non-disabled, low-income Hoosiers ages 19-64 who previously had no option for healthcare coverage. The program offers coverage for individuals with incomes up to $16,297 annually, $21,967 total annual income for couples and $33,307 total annual income for a family of four.

In addition to the security of having healthcare coverage, HIP 2.0 empowers eligible participants take personal ownership in their health by making monthly contributions to a personal health accounts and managing the funds in their account to pay for health care.

Hoosiers interested in HIP 2.0 can go to [HIP.IN.gov](http://www.HIP.IN.gov) to learn more. There they can find an overview of the program and frequently asked questions, an interactive calculator they can use to see if they are eligible and even a link to the online application where they can apply today. They can also call 1-877-GET-HIP-9 where representatives are ready to answer their questions.

If you know someone who may be eligible for the HIP 2.0 program, please share this important information with them and encourage them to visit [HIP.IN.gov](http://www.HIP.IN.gov) today to learn more.

Access to quality healthcare is something all working Hoosiers should have. HIP 2.0 makes that possible. We appreciate your help in making sure Hoosiers who could benefit from this program know that HIP 2.0 is now open for business.

Sincerely,

[ORGANIZATION CONTACT]

[ORGANIZATION NAME]

[ORGANIZATION TELEPHONE/EMAIL]