

Send an email with the following subject line and body text to help spread the word that more New Yorkers are now eligible for the Essential Plan

Subject line: More New Yorkers Now Qualify for Low-Cost Health Insurance

Preview text: The Essential Plan offers \$0 monthly premiums and comprehensive benefits

Email body text:

Good news! Eligibility rules have changed and more New Yorkers are now eligible for low-cost health insurance through the Essential Plan. The Essential Plan has \$0 monthly premiums, no deductible, and very low cost-sharing. The Essential Plan covers comprehensive benefits including office visits, hospital care, screenings, prescription medicine, dental and vision benefits, and more. You can enroll in the Essential Plan at any time during the year through NY State of Health. To learn more about the Essential Plan, visit <https://info.nystateofhealth.ny.gov/EssentialPlan>.

There are three ways to apply for the Essential Plan:

- Visit nystateofhealth.ny.gov.
- Get free personalized help from an [enrollment assistor](#).
- Call the NY State of Health Customer Service Center at 1-855-355-5777 (TTY: 1-800-662-1220).

Apply today!