

<http://www.MSCNews.net/news/index.cfm?nk=43414>

New Approach to Healthcare Signup in Nebraska

LINCOLN, Neb. (AP) - With enrollment now open for the federally run health insurance marketplace, Nebraska community groups are taking a new approach to reach out to those who lack coverage.

Community groups have handed out flyers at farm and craft shows, staffed booths at Nebraska county fairs and distributed bookmarks at libraries and coffee shops.

A Community Action group in Lincoln is once again participating in a televised "phone-a-thon" to catch the public's attention. Insurers are using online videos and mailings to remind customers.

The renewed publicity is part of a push to attract people who missed the first nationwide enrollment period and are still uninsured. Amber Hansen, executive director of Community Action of Nebraska, says the groups expect a smoother process than the first enrollment period, which initially faced technical problems.

Associated Press & Many Signals Communications