

Massachusetts Health Connector

Open Enrollment 2026

Humanizing enrollment and expanding statewide reach

Video Production

Paid Media

Public Service Visibility

Community Outreach

Insights: LaVoie Strategic Communications Group, Inc. developed an integrated Open Enrollment campaign that combined flagship video, targeted paid media, public-service placements, and community-based outreach to help Massachusetts residents understand coverage options, build trust in Health Connector services, and act during critical enrollment windows.

Impact: Impact: The campaign generated **348,484 impressions**, **615 clicks**, and **29 seconds average time on content**. Public-service placements added **254 billboard locations** and **2,000 PSA airings**, while earned and paid outreach reached a potential audience of **194M** across **185 Massachusetts outlets**.



Open Enrollment Video

**Need health insurance?
Let's get covered together!**

Sign up with the Mass. Health Connector today at MAhealthconnector.org



Statewide Billboard Placement



Paid Media Placement



140+ English Media Placements

The Boston Globe

Enhanced Obamacare tax credits are guaranteed to expire at year's end, but the fight isn't over

"We're definitely in a period now where the impacts of this are already shaking out for people. People have already started to make decisions" about coverage, said Audrey Morse Gasteier, executive director of the Massachusetts Health Connector, the state's health insurance marketplace. "But that being said, we have contingency plans at the ready if Congress does come through with an extension, even into January or beyond."

Community Event Outreach