



FOR IMMEDIATE RELEASE: (Monday, Sept. 30, 2013)

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## **Official Dallas County, City of Dallas Kickoff Event will roll out Marketplace Tuesday**

**County, city leaders to discuss just released rates and plans for health plans and what citizens will need to sign up for insurance under the Affordable Care Act**

*Press conference coincides with opening of Health Insurance Marketplace*

**[Dallas, TX]** – Open enrollment for the Health Insurance Marketplace begins Oct. 1, 2013 and runs through March 31, 2014. Dallas County Judge Clay Jenkins, Dallas Deputy Mayor Pro Tem Monica Alonzo, a Parkland Health & Hospital System representative and others will discuss new information important to residents seeking affordable healthcare.

The Health Insurance Marketplace, established under the Patient Protection and Affordable Care Act (ACA), will allow individuals, families and small businesses to compare plans and purchase health insurance. Through the Marketplace, patients will learn if they can get lower costs based on their income, compare their coverage options side-by-side and enroll. In addition to the Marketplace, the ACA allows for many individuals and families to receive a tax credit that can help them pay their premiums.

In addition to a discussion of the newly released rates available, items that will be covered will include what citizens will need to complete the application and requirements for eligibility.

Dallas County resident Luis Veloz will tell his true story about how the past lack of affordable insurance hurt his family and how the Affordable Care Act will affect him and others.

Patients can apply for Marketplace coverage three ways: online, by mail, or in-person with the help of a Navigator or other qualified helper. Visit [www.healthcare.gov](http://www.healthcare.gov) for more information.

The leaders of Dallas County and the City of Dallas believe that all citizens deserve health care through access to health insurance. Approximately 50 million Americans do not have health insurance and Texas has the highest uninsured rate in the country. Approximately 30% of Dallas County residents are uninsured and 506,000 will qualify for subsidies to make coverage affordable.

WHO: Judge Clay Lewis Jenkins, Dallas County  
Deputy Mayor Pro Tem Monica Alonzo, City of Dallas  
Sharon Phillips, Executive VP & Interim COO for Ambulatory & Behavioral  
Health, Parkland Health & Hospital System  
Luis Veloz, Texas Organizing Project member and individual discussing his  
personal healthcare needs

WHEN: Tuesday, Oct. 1, 2013, 2 p.m.

WHERE: MacGregor W. Day Auditorium, 1<sup>st</sup> Floor, Parkland Memorial Hospital  
5201 Harry Hines Boulevard, Dallas TX

MEDIA CONTACTS

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