



# Today's the day

**FOR  
INDIVIDUALS  
& FAMILIES**

Sign up for a health plan  
**OCTOBER 1, 2013 to MARCH 31, 2014**  
for coverage beginning as early as  
**JANUARY 1, 2014.**



1-855-355-5777



[nystateofhealth.ny.gov](http://nystateofhealth.ny.gov)

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## NY State of Health is the new Official Health Plan Marketplace. It opens on October 1, 2013. The Marketplace is:

- The **best place** to find a low-cost, quality health plan for you and your family
- The **right place** to find many plan choices from brand-name companies and choose what's best for you
- The **only place** to learn if you can get help paying for health insurance

### We are here to help

We have helpers—lots of them. It's their job to help you online, on the phone or in person. Whatever works best for you. Step-by-step, they'll help you:

- 1 Find a plan that is right for you
- 2 See if you can get help with costs
- 3 Apply for and enroll in your health plan

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- 🖱️ Online at [nystateofhealth.ny.gov](http://nystateofhealth.ny.gov)
- ☎️ By phone at **1-855-355-5777**

