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Enroll Kentucky

Thousands of Kentuckians stand to benefit from new opportunities for accessible and affordable health care. But, getting people and families into the health care system is not an easy task. Experience suggests that many barriers prevent Kentuckians from enrolling – and staying enrolled – in health coverage.

Enroll Kentucky is a broad stakeholder coalition of health care providers, health insurance companies, employers, community organizations and advocates who have come together to assist Kentuckians with enrollment and help them keep their health coverage. Building on shared best practices, *Enroll Kentucky* participants are united in their efforts to promote and facilitate enrollment by:

- Identifying, adapting and disseminating best practices for driving enrollment;
- Encouraging adoption of effective enrollment systems;
- Expanding awareness of how Kentuckians can enroll in and keep health coverage; and
- Acting as a resource for useful information for Kentuckians seeking health insurance coverage.

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