



Contact: Courtney Heidelberg, Courtney@On3PR.com
850.391.5040

Florida Health Choices Creates Video to Highlight Health Insurance Marketplace - Short Video Highlights Affordable Health Insurance for Individuals and Families –

(Tallahassee, Fla.) – Florida Health Choices today released a new video to publicize its online Health Insurance Marketplace, which now provides comprehensive plans for individuals and families. Featuring Rose Naff, Florida Health Choices CEO, the short video explains how Floridians seeking health insurance can shop, compare and enroll in plans that cover essential health benefits such as doctors' appointments, hospital stays, trips to the Emergency Room and prescriptions. The video is available for viewing on YouTube by clicking [here](#).

"The video provides another mechanism to reach the public and to help people understand the services Florida Health Choices offers to uninsured Floridians and their families," said Naff. "Our new online marketplace has been running smoothly since our Jan. 5 launch, and we want Floridians to know about it."

FHC Chair Durell Peaden echoed Naff's comments and added, "Floridians will find they can shop for plans to meet their needs and their budgets, and we're pleased to launch the video to get the word out about the Health Insurance Marketplace."

The online video is part of FHC's multi-media campaign to promote the new offerings of comprehensive plans for individuals and families on www.MyFloridaChoices.org. It follows the Jan. 8 announcement of radio advertisements now running in major markets in Florida. Listen to the radio spots online by clicking [here](#). Florida Health Choices also is promoting the Health Insurance Marketplace online, via Facebook and on digital billboards until open enrollment ends Feb. 15.

###

About Florida Health Choices

Florida's Health Insurance Marketplace and Florida Health Choices, Inc. were established by the Florida Legislature to provide improved access to affordable, quality health care for residents statewide. For more information, visit www.MyFloridaChoices.org or find us on [Facebook](#).