

Print Ads

Health Insurance Program for Michigan

Affordable health coverage for people with pre-existing conditions.

If you've been denied health insurance because of a pre-existing condition, the Health Insurance Program for Michigan (HIP Michigan) may be able to help.

HIP Michigan is a federally sponsored program that offers affordable health coverage to Michigan residents who, within the last six months, have been denied coverage due to pre-existing conditions or have been offered coverage with a rider excluding certain health conditions.

Plans starting around \$100/month.

Learn more: HIPMichigan.com 877-459-3113

Admission by: **Physicians Health Plan** of Michigan

Flyer

Health Insurance Program for Michigan

If you've been denied health insurance because of a pre-existing condition, the Health Insurance Program for Michigan may be able to help.

The Health Insurance Program for Michigan (HIP Michigan) is a federally sponsored program that offers affordable, high-quality health coverage to Michigan residents who have been denied coverage for six months and have a pre-existing health condition.

To find out more call 877-459-3113 or go to HIPMichigan.com.

Brochure

Health Insurance Program for Michigan

Affordable, Affordable, Comprehensive.

HIP Michigan is a plan for individuals who have been denied health insurance because of a pre-existing condition. HIP Michigan is a federally sponsored program that offers affordable, high-quality health coverage to Michigan residents who have been denied coverage for six months and have a pre-existing health condition.

Plan	Plan 1	Plan 2	Plan 3
Individual	\$115.00	\$135.00	\$155.00
Family	\$215.00	\$235.00	\$255.00
Child	\$15.00	\$17.00	\$19.00
Adult	\$10.00	\$11.00	\$12.00
Senior	\$10.00	\$11.00	\$12.00
Student	\$10.00	\$11.00	\$12.00
Young Adult	\$10.00	\$11.00	\$12.00
Emergency	\$10.00	\$11.00	\$12.00
Maternity	\$10.00	\$11.00	\$12.00
Prescription	\$10.00	\$11.00	\$12.00
Behavioral Health	\$10.00	\$11.00	\$12.00
Telehealth	\$10.00	\$11.00	\$12.00
Wellness	\$10.00	\$11.00	\$12.00
Preventive	\$10.00	\$11.00	\$12.00
Emergency	\$10.00	\$11.00	\$12.00
Maternity	\$10.00	\$11.00	\$12.00
Prescription	\$10.00	\$11.00	\$12.00
Behavioral Health	\$10.00	\$11.00	\$12.00
Telehealth	\$10.00	\$11.00	\$12.00
Wellness	\$10.00	\$11.00	\$12.00
Preventive	\$10.00	\$11.00	\$12.00

Network Providers Across Michigan

HIP Michigan is a plan for individuals who have been denied health insurance because of a pre-existing condition. HIP Michigan is a federally sponsored program that offers affordable, high-quality health coverage to Michigan residents who have been denied coverage for six months and have a pre-existing health condition.

Website

Health Insurance Program for Michigan

Affordable health coverage for people with pre-existing conditions.

Who is Eligible | What is Covered | Rates | Network Providers | How to Apply | Contact Us

What is HIP Michigan?

HIP Michigan provides affordable health coverage for people who are otherwise unable to obtain health insurance because of a pre-existing condition. HIP Michigan is a federally sponsored program that offers affordable, high-quality health coverage to Michigan residents who have been denied coverage for six months and have a pre-existing health condition.

Recent News

HIP Michigan provides affordable health coverage for people who are otherwise unable to obtain health insurance because of a pre-existing condition. HIP Michigan is a federally sponsored program that offers affordable, high-quality health coverage to Michigan residents who have been denied coverage for six months and have a pre-existing health condition.

TV Spot

Denied health insurance because of a pre-existing condition?

Poster

Health Insurance Program for Michigan

Affordable health coverage for people with pre-existing conditions.

If you've been denied health insurance because of a pre-existing condition, the Health Insurance Program for Michigan may be able to help.

The Health Insurance Program for Michigan (HIP Michigan) is a federally sponsored program that offers affordable, high-quality health coverage to Michigan residents who have been denied coverage for six months and have a pre-existing health condition.

Organizations recommending that Michigan's uninsured consider enrollment in HIP Michigan include the Michigan Health & Hospital Association (MHHA), Michigan Association of Health Plans (MAHP), Michigan Organization of Health Care Providers (MOHCP), and State of Michigan Office of Financial Insurance Regulation (OFIR).

To find out more call 877-459-3113 or go to HIPMichigan.com.

PR: Customizable Press Kits

Example Press Release: **Michigan's New Health Insurance Program for People with Pre-Existing Conditions**

Example Fact Sheet: **Health Insurance Program for Michigan**



CHALLENGE

The Health Insurance Program for Michigan (HIP Michigan) was instituted in October 2010 to provide high-quality health insurance coverage at affordable rates to Michigan residents with pre-existing medical conditions. As marketing and public relations agency of record, Pace & Partners has worked to build plan enrollment from a base of zero public awareness.

SOLUTION

We created an accessible, relevant and easily navigable website supported by a social media campaign. We also rolled out paid messages and PSAs across a wide group of media, including TV, radio, print and digital, addressing specific populations through targeted channels in multiple languages. Informational and collateral materials were prepared for both mail and digital delivery, and targeted populations with specific conditions.

RESULTS

Within the first six months of campaign launch, HIP Michigan received more than 2,200 applications resulting in 450 enrollments, outperforming most other states with similar programs. The website has received more than 40,000 visits, with 78% being new visitors. Analytics indicate that the average visit lasts for more than five minutes with four-plus unique page views.

COMMUNICATIONS

