

Crunch time for Obamacare: About 40K Utahns are in

Nearly 40,000 Utahns have signed up for coverage on www.HealthCare.gov.

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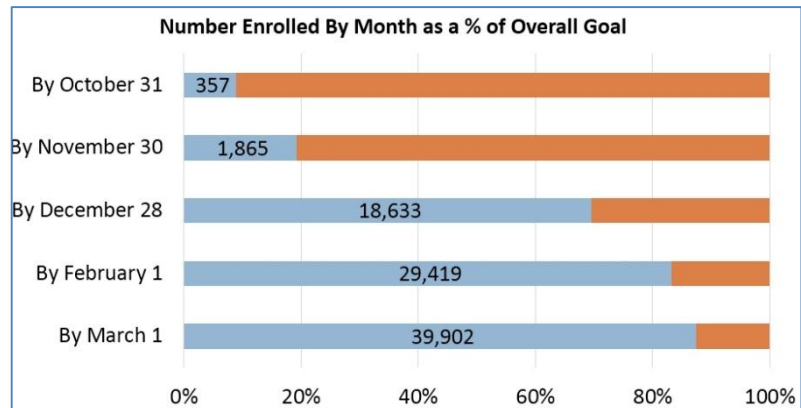
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Link: <http://www.sltrib.com/sltrib/news/57666288-78/health-enrollment-utahns-www.html.csp>

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People, it appears, respond to deadlines.

As the March 31 enrollment deadline nears for Obamacare's online insurance marketplace, more Utahns have rushed to sign up. Nearly 40,000 Utahns have found a health plan on www.HealthCare.gov. March enrollments so far have reached a 38 percent increase over February's numbers.



Additionally, about 36,000 Utahns have been deemed eligible for Medicaid.

Nationally enrollment has reached 4.2 million, according to the [latest federal tally](#).

The Obama administration has ramped up awareness efforts in the hopes of meeting its 7 million-person enrollment goal. Expecting a last-minute surge of shoppers, it has hired more operators to staff call centers.

"Our message to the American people is this: you still have time to get covered, but you'll want to sign up today," said U.S. Health and Human Services Secretary Kathleen Sebelius in a press release.

Health advocates in Utah have launched a second social media campaign — #whatsmorerisky — urging young healthy residents to get covered.

It features images and comedic "one-liners" tied to movies filmed in Utah, such as [The Sandlot](#), [127 Hours](#), and [Forrest Gump](#).

"What's more risky than falling for the preacher's daughter?" asks the [Footloose](#)-themes ad. "Not having health insurance."

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