



CO L O R A D O
HEALTH
BENEFIT
E X C H A N G E

Education, Communications and Marketing
Overview

Defining the Challenge

- Vast majority of Coloradans don't know who COHBE is or why we exist
- COHBE must introduce itself to Coloradans and build brand awareness and interest in short time
- COHBE is a new retail platform and must attract hundreds of thousands of **paying** customers in first years of operations



Research Findings

- Lack of awareness prevalent
- Mistrust of government
- Steep drop in negativity about federal health law
- Choice can overwhelm
- Small businesses want tools
- Brokers want reassurance
- Uninsured need more support
- Profile of uninsured
- Profile of individual purchaser



What Coloradans Know/Feel About Exchange

- 1 in 10 understand how exchange works
- 5 in 10 have no feelings about exchange
- 4 in 10 are anxious, confused
- 1 in 10 are excited!



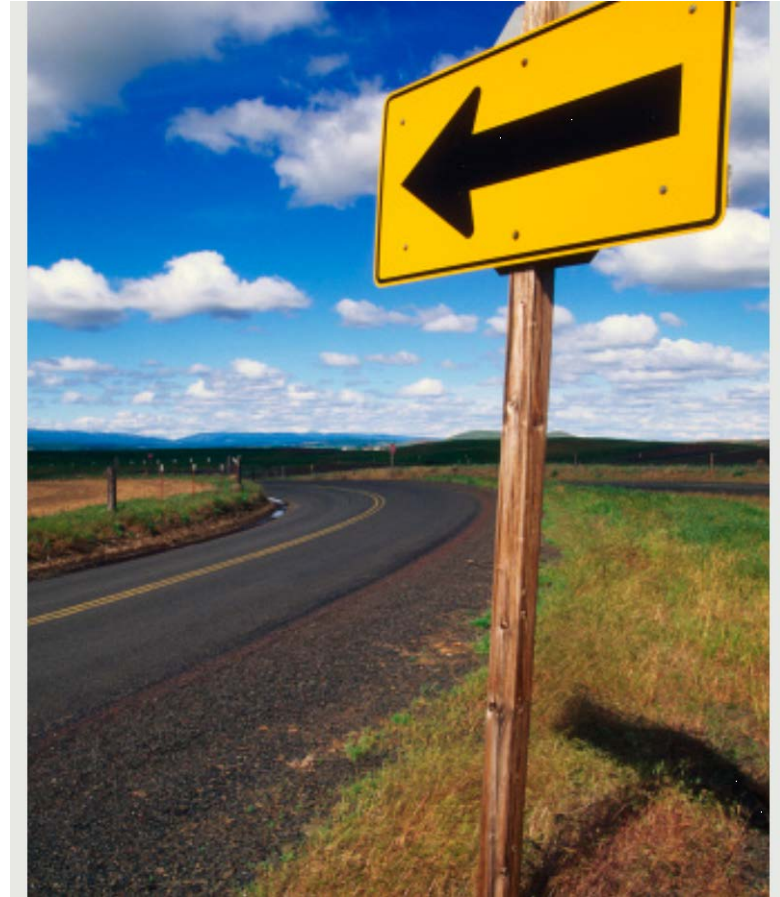
Market Challenges

- Health insurance marketplace in transition
- Competition increasing
- COHBE's message needs to be heard above competitors
- Imposter exchanges
- Campaign must continue over long period and evolve as market dynamics play out



Guiding Principals for Plan

1. Multi-year roadmap
2. Get the brand right first
3. Attract Uninsured&Insured
4. Create statewide reach
5. Transformational tactics
6. Test and adjust
7. De-couple from govt
8. Develop tools for small biz
9. Leverage partnerships
10. Embrace brokers



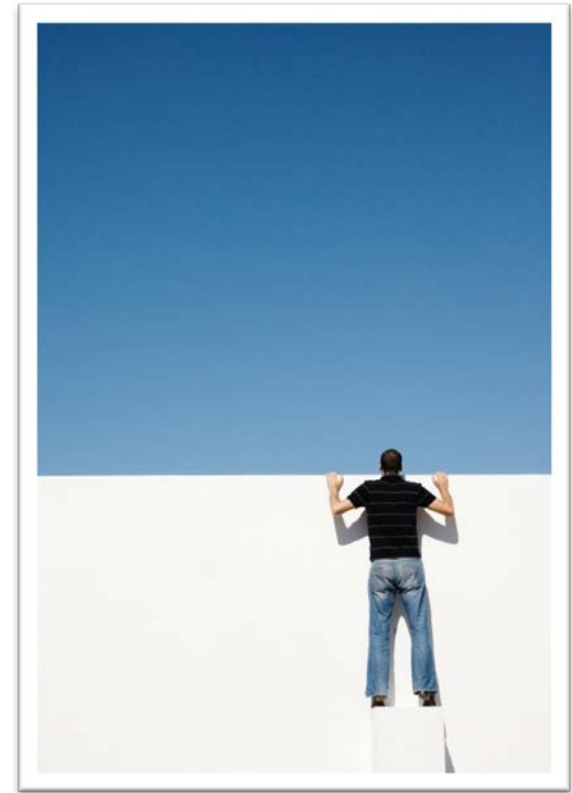
Target audiences

- Young adults
- Individual purchasers across all incomes
- Uninsured across all incomes
- Hispanic individuals and families (English and Spanish-speaking – largest segment of uninsured)
- Small businesses/non-profits
- Rural Coloradans



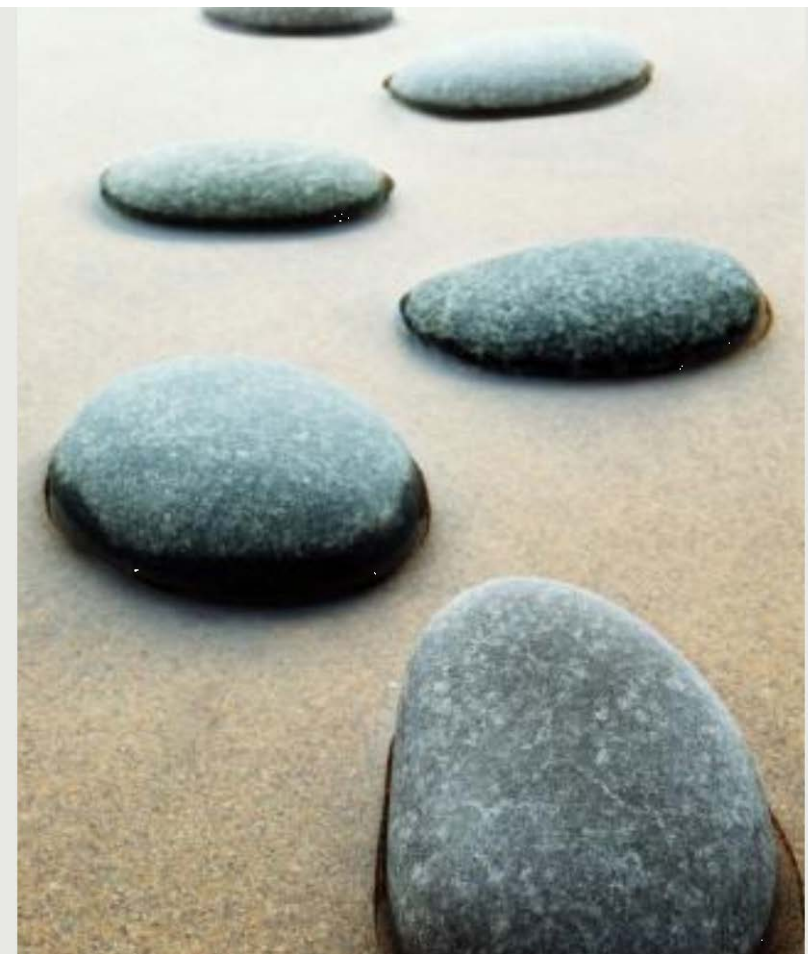
Marketing Plan Goals

- Year One: Get the brand right. Awareness. Enrollment.
- Year Two: Re-evaluate. Retain. Re-launch.
- Year Three: Evolve to direct response, community partnerships.



Planning Progress

- Market research completed
- Focus groups completed
- Public relations partner conducting proactive outreach to media
- Outreach activities continuing with partner groups and direct to consumers and businesses
- Speakers Bureau launching



Current Activities

- Detailed education and marketing plan in final stages
- Awareness survey in the field
- Advertising campaign in production
- Partnerships increasing across state
- Coordinating across operations with community-based outreach
- Coordinating across operations with Assistance Network, outreach and training
- Re-branding to Connect for Health Colorado
- Website launching late April, advertising beginning in May

