



Maximizing Enrollments

January 13 2014

Goals

- Maintain momentum and awareness of enrollment period and Connect for Health Colorado
- Drive enrollments both generally and in target markets
- Maintain customer base

Data Analysis

- Understand current enrollee demographics
- Identify customers who started process but didn't finish
- Identify gaps and opportunities
- Identify effective messages and channels per target segment

Messaging

- There is still time to enroll
- Sign up by the 15th to get your coverage the next month
- First person accounts by real customers
- Avoid the federal fee by getting coverage by March 15 (or March 31 depending on federal guidelines)
- Access exclusive financial help based on income
- Get quality coverage, protect your health and your finances

Tactics

- Outbound calls, mailing and email from Customer Service Center
 - Refinements being incorporated to align “strong” leads
- Continued personal assistance for small businesses and their agents/brokers or HCGs
- Utilization of all channels to reach leads (certified agents/brokers and Health Coverage Guides, Service Center)
- Creative grassroots efforts to identify leads and create quick follow-up to support enrollments

Tactics

- Increased marketing of in-person enrollment assistance resources (Agents/Brokers and Health Coverage Guides)
 - Many Coloradans want to sit down with someone but don't know where to go
- Walk-in enrollment sites:
 - Establish dates and times and locations (Assistance Sites, agent/broker sites or other places) that can serve as walk-in locations and publicize times and dates to provide convenient option for folks who want help and don't want to make an appointment

Grassroots Outreach/Sponsorships

- National Western Stock Show
- Winter on the Rocks
- Enrollment events coordinated with partners and Assistance Sites
 - More events at grocery stores or other busy public sites with RV and HCGs
 - More church-based outreach
 - Events organized by partners
 - Street teams

Paid Media

- TV (spot buys, call-in shows, interviews)
- Radio (spot buys, call-in shows and interviews)
- Online
- Print (local)
- Text
- Mail

Discussion

Ideas?