



March Enrollment Plan

February 10 2014

Goals

- Maximize enrollments
- Maintain service to current customers
- Prepare for higher demand and last-minute rush
- Utilize all Customer Support channels

Approach

- Increase responsiveness to current customers who need support with issues
- Coordinated outreach by phone and email to account holders with messages specific to their situation to help them finish enrollment
- Quicker follow-up on new leads identified at enrollment events, grassroots outreach (call backs and emails within 1 to 2 days)
- Increased grassroots presence in communities for enrollment events amplified by advance publicity, RV
- Paid media (TV, radio, online, mobile, print, Spanish-language – general audience, young adult, Latino)

Messaging

- First person accounts by real customers in paid media, emphasizing savings and quality shopping experience
- Average tax credit is \$277/month
- March 31 is the deadline to sign up for 2014 coverage
- Uninsured people who miss the deadline cannot get coverage until 2015 unless they have a life event
- Don't miss the deadline (countdown)
- Expert help is available

Young Adult Campaign

- Young adult groups and other partners organizing enrollment events in March in Denver Metro area and Colorado Springs
- Street Teams
- Leverage the 16th Street Mall store
- Specialized paid media
- Coordination with Assistance Sites and other partners

Latino Outreach

- Sponsor of March 2 Entravision Health Fair
 - Connect for Health Colorado booth with HCGs from Servicios de la Raza and Aurora Community Connection
 - Event & sponsorship promoted by Entravision: 30 TV spots; 90 radio spots; all station websites; on-site signage
 - Over 7,000 attendees for education, screenings, entertainment
 - ~ 300 conversations with attendees at Connect for Health Colorado booth
 - ~ 100 follow-up leads for Assistance Sites
- Supported development of 2 “Novelitas”
 - By Evolution Communications (*funded by the Colorado Health Foundation*)
 - Messaging to Spanish- and English-speaking Hispanics throughout March
 - Family drama: *Medical crises bring high medical bills to uninsured family, jeopardizing plans; importance of health insurance for health and financial well being; go to Connect for Health CO*
 - English version "Crossroads" on PBS; Spanish version "Encrucijada" on Univision and Vme network
 - Promoting on Social Media

Grassroots Outreach/Sponsorships

- Rocky Mountain Indian Biz Expo, March 21
- Pueblo Home and Garden Show, March 8-9
- Bilingual event at Mexican Consulate, March 15
- Enrollment events coordinated with partners, Assistance Sites, brokers
- Street teams at busy locations, including Auraria Campus, Aurora Transit Center, Denver Arts District

Walk in Sites

- **Extended presence:**

- Temporary store on 16th Street Mall
- Hmart in Westminster (tentative)
- Warner Pacific and BenefitMall offices (in process)

- **Select days:**

- Several King Soopers locations in southwest suburbs
- Fairgrounds in Durango (March 7)
- Lutheran Hospital in Wheat Ridge (March 25-27)
- Mesa County Library (March 14 in Grand Junction)
- Additional sites statewide

Example of coordinated campaign linking outreach to outbound campaign

- March 7 Comedy Show in Greeley targeting young adults
- Organized by Northern Colorado Health Alliance, an Assistance Site
- Paid text campaign to 21,000 young adults promoting the event
- Outbound emails to 544 account holders in Greeley
- Outbound calls to 681 account holders in Greeley
- Press release to media in that area
- Promotion on social media and by partners
- RV will be used for additional visibility
- C4HCO staff supporting

Customer Service Center: Inbound

Inbound Readiness

- 200+ agents ready to take calls
 - Forecast against baseline of December with margin
- Extended hours and Sundays
 - **Sunday March 9th- 9:00am to 6:00pm**
 - **Thursday March 13th 7:00am to 10:00pm**
 - **Friday March 14th 7:00am to 10:00pm**
 - **Saturday March 15th 7:00am to Midnight**
 - **Sunday March 16th 9:00am to 6:00pm**
 - **Sunday March 23th 9:00am to 6:00pm**
 - **Sunday March 30th 9:00am to 6:00pm**

Customer Service Center: Outbound

Outbound Campaign

- Matching account holders with HCGs or agent/brokers if they opt-in for help (round 2)
- Outbound emails to aging accounts
- Outbound calls and emails to consumers who receive Medicaid denials, inviting them to enroll
- Calls to interested prospects identified by Street Teams and outreach events