



Marketing/Outreach Update

April 14 2014

Approach

- Increase awareness of deadline/federal penalty
- Contact known leads
- Provide convenient access to enrollment support
- Utilize all customer support channels
- Coordinate with partners
- Pivot to accommodate demand
- Adjust messaging as necessary

Walk in Sites

- **5 locations**
 - **Open three weeks in March**
 - **48 total days available to public (combined)**
 - **432 total hours open for public (all sites)**
 - **297 total workers available to public during three weeks**
 - 75 Brokers
 - 11 Health Coverage Guides/CACs/PEAK staff
 - 22 Connect for Health Colorado Staff
 - **Helped approximately 2,600 people**

Paid media supporting walk in sites

- Denver area Radio: 10 second tag talking about walk-in sites for a 60-second radio spot that ran 50% of the time on 7 stations in Denver from 3/15 - 3/30
 - Total impressions: approx 1,350,000.
- Billboards on 16th Street Mall and Convention Center
 - Total impressions: 1,217,725.
- Billboards - City of Denver Arts & Venue Billboards along Speer at Colfax and at Champa---three panels (2 locations)
 - Impressions: 1,747,200
 - The 10-second ads showed up 2,880 times a day

Young Adult Grassroots Outreach at Auraria campus



16th Street Mall Store



Exempla Lutheran Hospital – Wheat Ridge



Digital billboard



Countdown Digital Billboard



Denver March Powwow



Customers

