







# 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



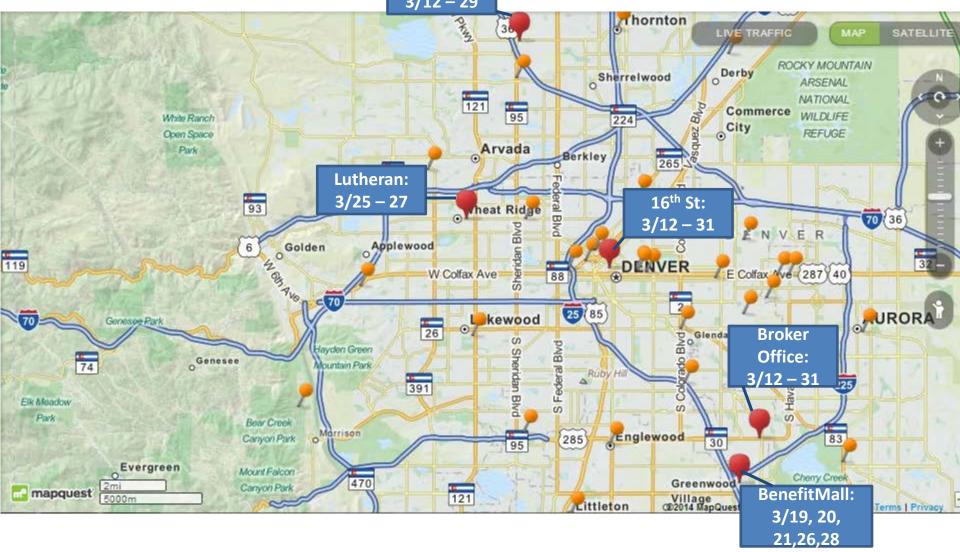
#### Walk in Sites

#### 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



HMart: 3/12 – 29



#### Paid media supporting walk in sites

- Denver area Radio: 10 second tag talking about walkin 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 16<sup>th</sup> Street Mall and Convention Center
  - o Total impressions:1,217,725.
- Billboards City of Denver Arts & Venue Billboards along Speer at Colfax and at Champa---three panels (2 locations)
  - o 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







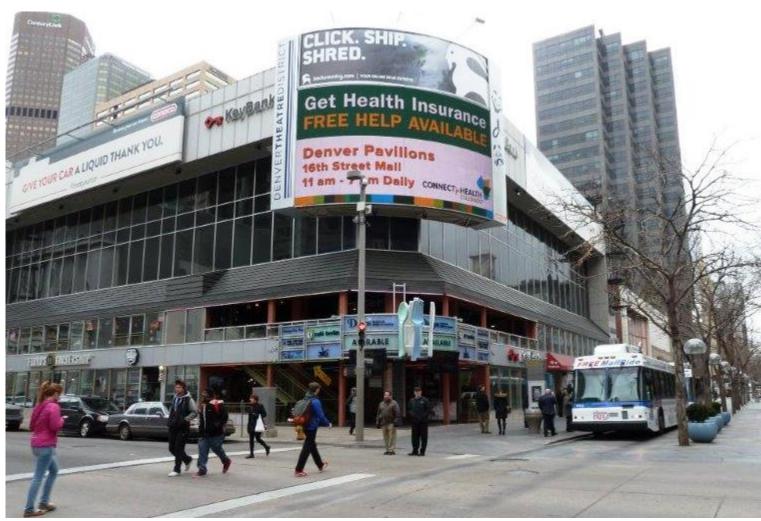
## Exempla Lutheran Hospital – Wheat Ridge







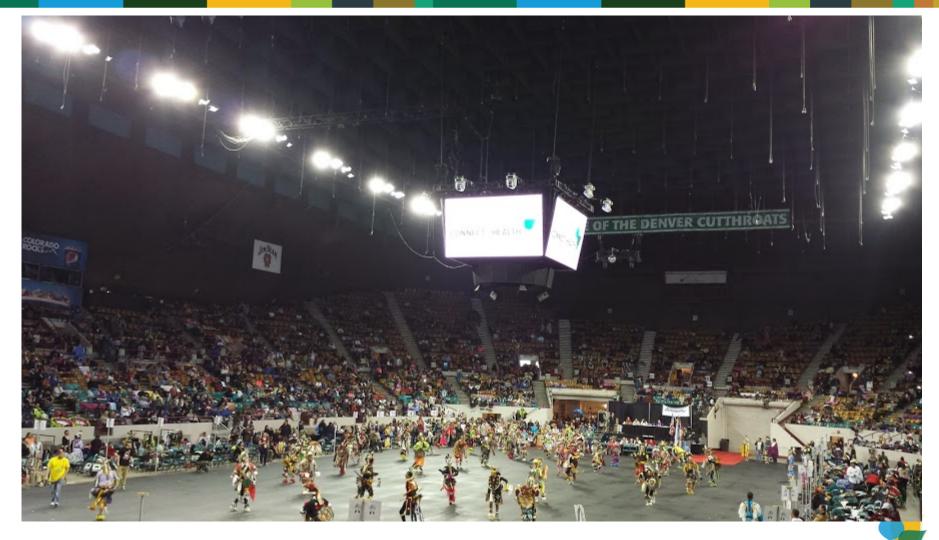
## Digital billboard



### Countdown Digital Billboard



#### Denver March Powwow



#### **Customers**



