



Retention and Renewals

*Connect for Health Colorado Board Meeting
May 12, 2014*

Marketplace Operational Priorities: (from Board approved Operations Plan)

1. Grow/Retain Customer Base

2. Streamline Eligibility

3. Process Improvement & Cost Effectiveness

4. Usability

Retention & Renewal Categories

(from Board approved Operations Plan)

1. Ongoing retention outbound campaign
2. Coordinated retention campaign on website, social media and paid media
3. Enabling renewals of existing customer base

Ongoing retention outbound campaign

- Enhanced customer service
- Partnerships with carriers and brokers
- Customer Contact

Monthly Customer Newsletter



Keep Your Coverage Working for You

Be sure you report any and all income changes to our customer service center if you received financial help (tax credit) to reduce the cost of your insurance. This can protect you from having to refund some or all of the tax credit when you file your 2014 income taxes. Call Connect for Health Colorado at **1-855-752-6749**.



End of 2014 Open Enrollment

With the end of the first open enrollment period – the time when individuals and families sign up for their annual health insurance plan – we're pleased to report that **you joined more than 127,000 Coloradans** who purchased health coverage through Connect for Health Colorado, the Marketplace built just for our state.

Each month we will be sending you a member eNewsletter with important tips for using your valuable insurance. We also want to remind you of a couple important steps to protect your coverage, like making sure to pay the invoice from your insurance carrier before the due date. We will also include very cool tips for your health and the health of your family.

It is critical that Connect for Health Colorado helps you keep information about your financial assistance as up-to-date as possible. Please call us at any time to ask questions, **update your 2014 income**, or report any other life-changes that may affect your coverage.

Our Customer Service Center is open all year ready to help you. Call us at **1-855-752-6749**. We will also continue posting updates and important information on our [website](#).



Retain customer base

1. Ongoing retention outbound campaign
2. Coordinated retention campaign on website, social media and paid media
3. Enabling renewals of existing customer base

Coordinated retention campaign

- Promote Connect for Health Colorado
- Promote resources
- Share customer stories
- Promote and support the Assistance Network
- Promote and support the Broker Network

Retain customer base

1. Ongoing retention outbound campaign
2. Coordinated retention campaign on website, social media and paid media
3. Enabling renewals of existing customer base

Enabling renewals of existing customer base

- Streamlined plan and eligibility noticing
- Customer action is not required
- If a customer wants to evaluate their renewal option and other 2015 plan options, they may do so online or with our Customer Support Network
- Provide all sales channels the chance to queue work up as early as possible to avoid over stressing the C4HCO workforce



Board Feedback