



Marketing and Outreach to Target Populations

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

Target Populations

- Young adults
- Small businesses
- Minorities/Latinos
- Coloradans statewide who are eligible for tax credit
- Self-employed business people/ entrepreneurs/ farmers/ ranchers
- Seasonal workers
- Large business part-time employees, COBRA-eligible
- Churn and LCE now
- Retention
- Uninsured, prepping for next Open Enrollment

Tools to Reach Target Populations

- Customer Service Center
- Assistance Network
- Website
- Updated collateral
- Outbound, targeted communications
- Special population-focused campaigns
- Paid media/advertising
- Education and outreach at meetings
- Community Events
- New Partnerships

Marketing and Outreach

- Social Media & Print Campaigns (e.g. new grads & their parents)
- Tabling with HCGs, brokers (e.g. graduations, business summits, community events)
- Site visits to small employers
- Educate, empower referral sources (Tribal liaisons, HR, trade groups, providers, faith-based)
- Paid advertising (e.g. Hispanic, Tribal media)
- Media education
- Evaluate – what works, what doesn't

Questions?
Ideas?