



Marketing & Outreach Planning 2015 Open Enrollment Period

Aug. 11, 2014

Data: Still Broad Population to Reach for 2015

- Colorado has 5.2M population
- State uninsured rate dropped by estimated 7.52%* in 2014
 - Uninsured rate now between 8.18% - 9.84% (down from 16.54%)**
- 20% of Colorado's population is Hispanic
 - ~ 27% (297,000) of CO Hispanics were uninsured pre-2014***
 - Percentage of total C4 enrollments indicating Hispanic ethnicity small
- C4 enrollments mirror per capita population by county – every county still has uninsured
- ~ 36.8% of still-uninsured adults are age 18–30****

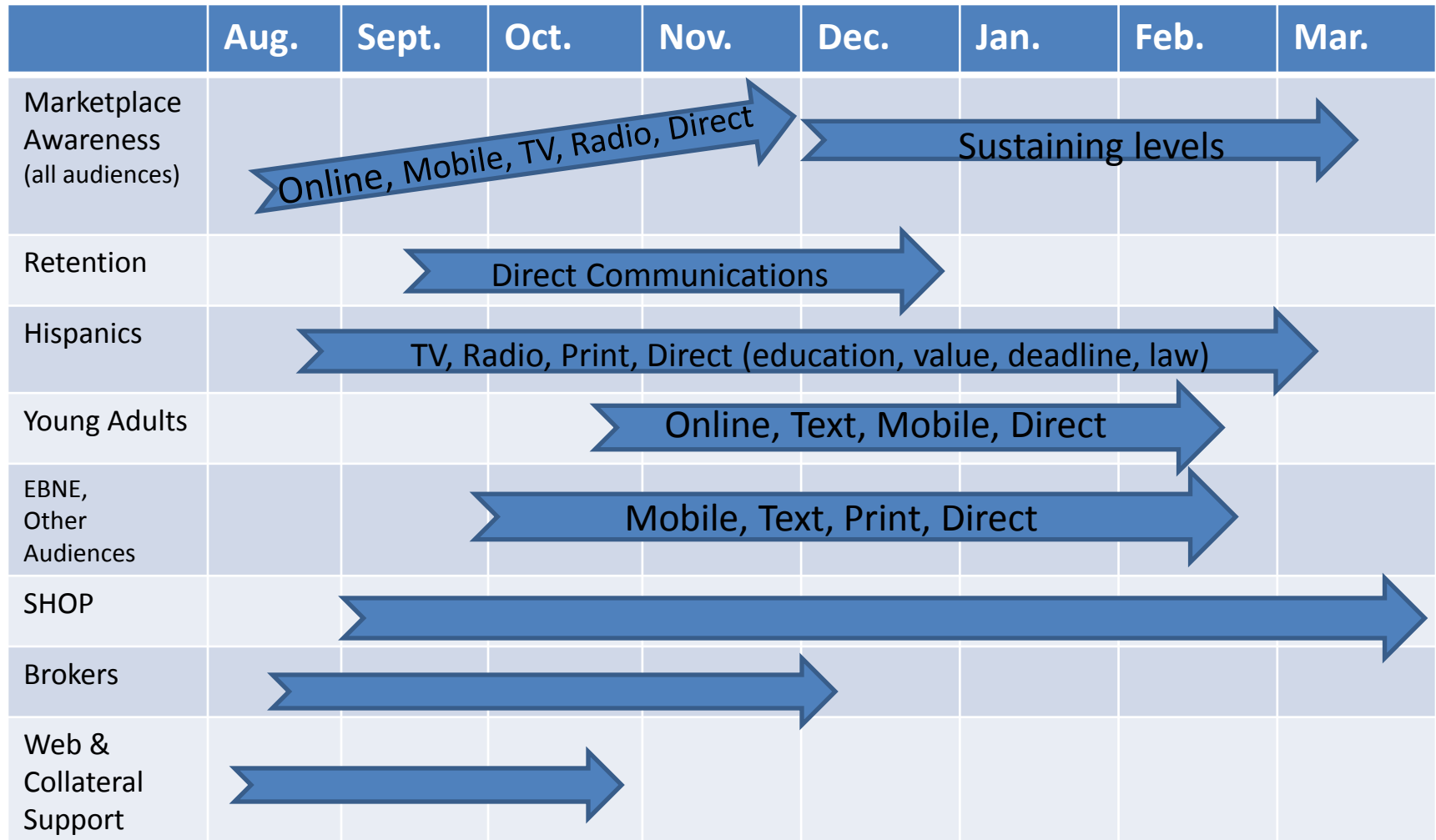
* (WalletHub 2014 Health Insurance Coverage report)

** (Rand, McKinsey, Kaiser Family Foundation, HHS)

*** (Kaiser Family Foundation)

**** (Urban Institute)

Marketing Timeline



Outreach and Communications

Advisory Groups

- Help identify outreach & education events
- Messaging
 - How much to devote to insurance literacy
 - Responsibility to educate/mitigate about tax impacts
 - Ease of renewals, but wisdom of shopping
- Messaging varies by audience, time
 - Data support need to reach all audiences
- More research under way
 - Messaging for young adults, hispanics, low-wage workers
 - How to reach EBNE

Get Covered Colorado 2015

Road Shows, Kick-Off, Enrollment Sites & Events

- Congratulate and thank all stakeholders on great progress in 2014
- Energize and equip brokers, HCGs and CACs with training and tools to help enroll customers for 2015
- Certify and re-certify assistors before enrollment activities begin
- Convene a kick-off event for assistors, agencies, non-profits and C4 that provides substantive information, education and inspiration
- Unveil new websites and processes, and how to use them on behalf of Coloradans before Nov. 15
- Work with Partners to Achieve Enrollments

Activities

July - September

- Plan, produce Advertising Campaigns
- Real stories, real people

September – October

- C4 Road Show with Brokers/Health Underwriters, Assistance Network

October 14-15

- Kick-off event sponsored by Colorado Health Foundation for spectrum of stakeholders
- Training, Breakout sessions, Keynotes
- Develop w/stakeholders roadmap for OEP

Open Enrollment

Enrollment events

- Revive the tour – use wrapped vehicle(s) as marketing billboard, and equipment & staff transport
- Short-duration enrollment events across state for local communities, staffed by HCGs, CACs, Brokers

Potential Retail Enrollment Sites

- Walk-in sites in key population centers during high-volume deadline times
- Staffed by Brokers, HCGs, CACs

C4 Enrollment Activities

★ Kick Off 10/14

● Broker events

■ Potential Enrollment Event

★ Potential Retail Site

