



OE4 MARKETING UPDATE

Taylor Roddy – Director of Marketing & Outreach

OE4 Marketing Updates

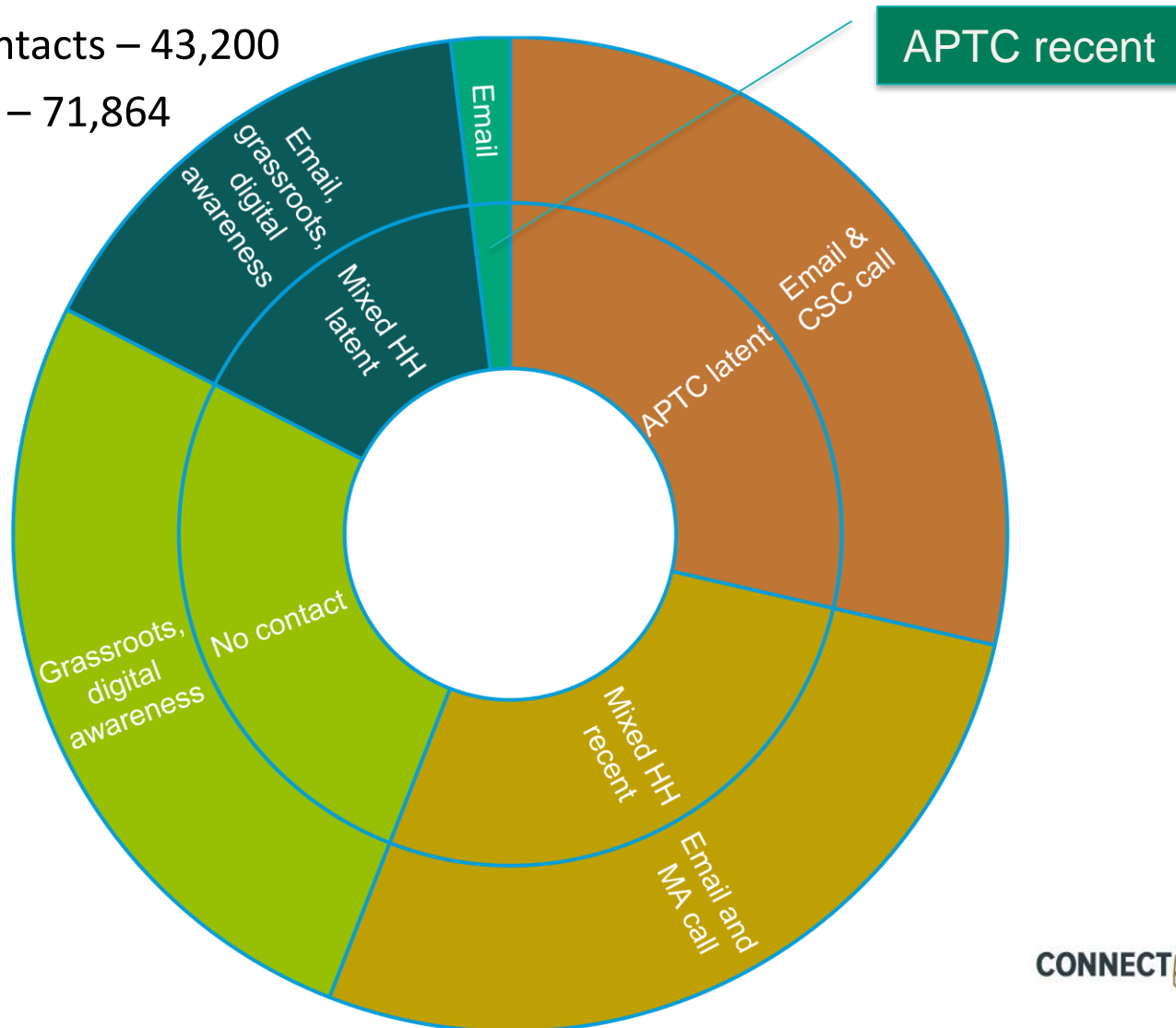
- Eligible But Not Enrolled (EBNE) effort
- Paid media efforts – Spanish and English
- Outreach efforts
- Social media efforts
- Tax time tools
- Updates to Quick Cost and Plan Finder Tool
- Weekly Stakeholder Communications and Updates

EBNE - Background

- Who are the eligible but not enrolled?
 - Identifiable Connect for Health Colorado customers
 - Have eligibility for APTC
 - Do not have a Marketplace account
 - Qualified leads that we need to convert to a sale!
- Caseload report
 - Gained access due to partnership with our State partners
 - Feed from CBMS minus any current Connect for Health Colorado customer
 - Data spans almost a year – from last Nov to current date

Customer Segments and Plan of Action

- Phone only contacts – 43,200
- Email contacts – 71,864



EBNE Results to Date

Tactic	Enrollment Goal	Projected Enrollments
Email campaign <ul style="list-style-type: none">• 35% open rate (industry avg is 20%)• 6% click through rate (industry avg is 1.8%)• Less than .05% data unusable	3 – 7% of total universe	Already met low end goal <i>(does not include possible dependents)</i>
Phone campaign <ul style="list-style-type: none">• Less than .05% data unusable	3 – 7% of total universe	Already met low end goal <i>(does not include possible dependents)</i>

EBNE Results to Date

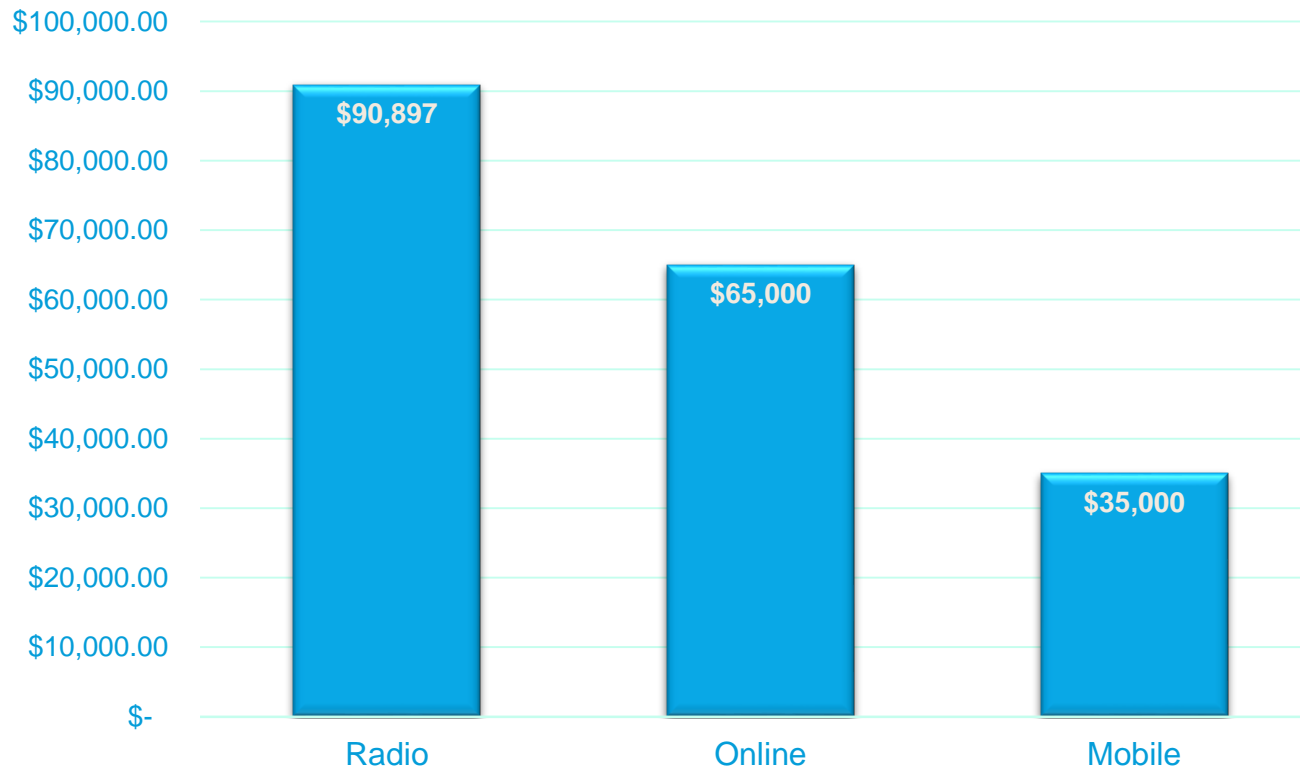
- All campaigns work in concert
 - Grassroot events
 - Broker and Assister outreach
 - Paid, earned and social media
 - EBNE email campaigns
- Repetition and consistent message from all variety of mediums leads to a sale

Paid media efforts – Spanish

- Targeting
 - English and Spanish speaking Hispanic adults, 18 – 54
 - Incomes eligible for tax credit
 - Statewide with emphasis on top EBNE zip
- Tactics
 - Contextually placed online display and video
 - Click-to-call mobile display
 - Search retargeting
 - Local radio

Paid media efforts – Spanish

2016-2017 Spanish Language Media Budget



Paid media efforts – Spanish

- Digital Media Details
 - Online and mobile campaigns provide statewide reach
 - Also geo-fenced around priority zips for EBNE
 - Running cross-platform: tablets, mobile and desktop
- Metrics to date
 - 12M impressions served
 - 69,000 clicks to the website
 - Over 400 click to call

Paid media efforts – Spanish

The collage features several Spanish digital media elements:

- Facebook Interface:** A screenshot of a Facebook page for 'Connect for Health Colorado', showing a sponsored post about health insurance savings for 2017. The page also displays a sidebar with navigation links like 'Messages', 'Ads Manager', and 'Events'.
- MARCA Website:** A screenshot of the MARCA sports website, dated November 13, 2014. It includes a navigation bar with categories like 'Fútbol', 'Baloncesto', and 'Motor', and a main section for 'Used Cars for Sale' with a 'Compare Now' button.
- En directo (Live) Section:** A row of live sports updates, including 'Lo mejor de hoy' (Best of today) and 'Agenda deportiva' (Sports agenda) for Sunday, November 13.
- Soccer Match Video:** A video player showing a soccer match between España (Spain) and Macedonia, with a score of 4-0. The video player includes a play button and a progress bar.
- Connect for Health Colorado Ad:** A banner advertisement for Connect for Health Colorado, featuring the text 'Enroll now! Avoid a penalty of at least \$695' and the website 'www.ConnectforHealthCO.com'.

The collage features several Spanish digital media elements:

- Smartphone Screen:** A screenshot of a smartphone displaying a 'Today's Hits Radio' app interface. The screen shows a song by Justin Bieber, 'Purpose (Deluxe)', and a 'Connect for Health Colorado' advertisement for health insurance renewal.
- Washington Post Article:** A snippet of an article from The Washington Post, titled 'fat make you fat? The no.' (fat makes you fat? The no.).
- Car Advertisement:** A small advertisement for a car, featuring a blue SUV and the text 'PRENEGADE UTILITY 4X4'.
- Family Photo:** A photograph of a family (a man, a woman, and two children) smiling, used as part of a health insurance advertisement.
- Connect for Health Colorado Ad:** A banner advertisement for Connect for Health Colorado, featuring the text 'Enroll now! Avoid a penalty of at least \$695' and the website 'www.ConnectforHealthCO.com'.

Earned media efforts – Spanish

- Spanish language TV and Radio interviews featuring Pattie Mayorga!
 - Fernando Sergio from KBNO – 17,000 listeners
 - Rodolfo Cardenas from KNRV – 9,000 listeners
 - Vanessa Bernal from KCEC Univision
 - Nelson Galicia from KCEC/KVSN Univision – 15,700 listeners across Denver and CO Springs



Paid media efforts – English

- Digital Media Details
 - Online and mobile campaigns provide statewide reach
 - Also geo-fenced around priority zips for EBNE
 - Running cross-platform: tablets, mobile and desktop
- Metrics to date
 - 21M impressions served
 - 163,000 clicks to the website
 - Video performing above standard at 1.73% (.4% is best practice)
 - Display performing above standard at .10% (.09% is best practice)

Paid media efforts – English

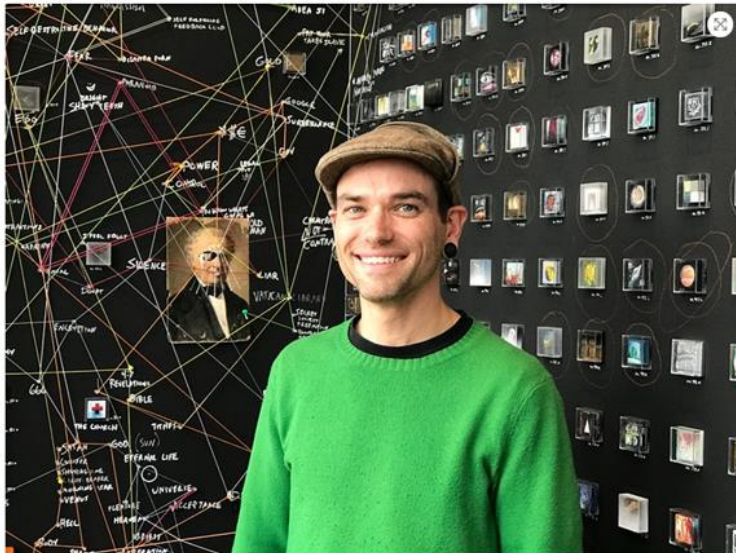
Westword HEALTH DRUGS & LIVING FAMILY & NEWS &

More savings available on your health insurance. **CONNECT for HEALTH COLORADO**

Leon's Eric Dallimore on Navigating Denver's Art World and Letting Go

BY SUSAN FROYD

MONDAY, JANUARY 2, 2017 AT 6:50 A.M.



Eric Dallimore of Leon Gallery is on the move.

Susan Froyd

story highlights

Research seems to suggest that a plant-based diet hinders the body's ability to heal

One expert sees "enormous opportunities ... in cancer by modulation of diet"

9NEWS HOME WEATHER 27° LOCAL NATION NOW TRAFFIC SPORTS FEATURES ABOUT VIDEO BRONCOS NEXT COLORADO

quickly

Mike Klis, KUSA 11:23 PM, MST January 01, 2017

DENVER—If Kyle Shanahan is going to become a candidate to replace Gary Kubiak, the Denver Broncos will have to set up an interview quickly.

Shanahan is the offensive coordinator for the Atlanta Falcons, who have a first-round bye in the NFC playoffs. Shanahan does have head coaching interviews set up this week, although it's not known whether the Broncos have arranged one.

Miami defensive coordinator Vance Joseph, Stanford head coach David Shaw, Carolina defensive coordinator Sean McDermott and Buffalo Bills interim head coach Anthony Lynn may also be on the Broncos' list.

Shanahan is the son of Mike Shanahan, who was only the best head coach in Broncos history. Mike Shanahan compiled a 138-86 record in the 14-year period from 1995, when he succeeded Wade Phillips as head coach, until 2008, when he was fired following his third consecutive non-playoff season.

His term included the Broncos' first-ever Super Bowl titles in the back-to-back seasons of 1997-98. Mike Shanahan's quarterback during those Super Bowl seasons was John Elway, who is now the Broncos' general manager, and the man charged with hiring the team's next head coach.

In recent years, Kyle Shanahan has made a name for himself independent of his father as one of the NFL's brightest offensive minds. He uses some of the principals of the West Coast offense that Elway prefers, although Kyle Shanahan has greatly updated that system in the past five or six years.

His Falcons were the league's highest-scoring team this year at 33.5 points per game. They were also No. 2 in total offense with a balance of 293.5 passing yards per game from quarterback Matt Ryan and 119.1 rushing yards.

Kubiak told the team Sunday he was resigning as the Broncos' head coach. Elway will meet with his assistant coaches first thing Monday morning.

He held a similar meeting the John Fox's coaches two years ago. In that meeting, Elway told

More savings available on your health insurance

CONNECT for HEALTH COLORADO

Click here for more info

TRENDING VIDEOS

attempted to abort their takeoff from the Columbia Metropolitan Airport in South Carolina. The pilots, who thought that they had blown a tire, were unable to stop the plane on the remaining runway they had left.

Outreach efforts

- Tactics
 - Print – 9 placements
 - Online – 9 placements
 - Social media – 50,000 people reached
 - Local radio – 21 spots between KUVU and KLDC (:20 and :60)
 - Events – 12 events reaching 3,500 potential customers



It's time to renew
or buy your health
insurance for 2017.



Social media efforts

- Channels – Facebook, Twitter, Instagram, YouTube and LinkedIn
- Likes – up by ____% over last year
- More than 57,000 video views
- More than 62,000 reached through posts
- More than 9,000 followers across Facebook, Twitter and Instagram

Social media efforts

The collage features several elements:

- Facebook Post (Left):** A partial view of a post with a clock icon and text including "Wa", "new", "Stretching Ins", "Insurance (Tax", "Torn ACL: \$12,", "More Stretchi", "Make", "comp", "addre", "You v", "befor", "If you", "come", "Get Covered", and "connectforh".
- Event Flyer (Center):** A flyer for the "Enroll in SALIDA" event. It has a green header with the date "January 5, 2017" and time "4:00pm - 8:00pm". The main text reads "Enroll in SALIDA at 448 E. 1st Suite #137 Salida, Colorado". It includes the hashtag "#coverCO" and the "CONNECT for HEALTH COLORADO" logo. The background is a scenic view of a mountain valley.
- Colorado Consumer Health Initiative Post (Right):** A vertical post with the "Colorado Consumer Health Initiative" logo at the top. It includes a dropdown menu with "Enroll" selected, a text box with "on of number", and a button labeled "or.". At the bottom, it says "ties and suppliers. here".

Upcoming Projects – Tax Time Tools

The screenshot shows the homepage of the CONNECT for HEALTH COLORADO website. At the top, there is a header with the logo, contact information (855-PLANS-4-YOU, 855-752-6749, TTY: 855-346-3432, Mon-Fri 8AM-6PM, Sat 9AM-5PM, Holiday closure: 1/2), and a search bar. Below the header is a navigation bar with links: Get Started, Resources, About Us, Get Help, and Sign In / Shop. A dropdown menu is open under the 'Resources' link, showing a list of links. The link '2015 Tax Information' is circled in red. Other links in the dropdown include 'The Basics', 'Find the Right Plan', 'Election Questions?', 'Health Insurance Companies', 'Tax Credits', 'Quick Cost & Plan Finder', 'Vision Options', 'Dental Options', 'Stay Informed', 'Our News', 'Join Our List', 'Events', 'For Media', 'Metrics & Reports', 'Lower Your Costs', 'Quick Cost & Plan Finder Tool', and 'Small Biz Tax Credit'. Below the navigation bar are several promotional tiles. The first tile on the left shows two women running and is titled 'Health Insurance'. The second tile shows a car and is titled 'Small Business Open Year-Round'. The third tile shows a family and is titled 'Before You Shop Get estimates and browse plans'. The fourth tile shows a woman holding a child and is titled 'Save on Premiums'. The fifth tile shows a woman smiling and is titled 'Get Free In-Person Help'. At the bottom of the page, there is a welcome message: 'Welcome to Colorado's Health Insurance Marketplace, the only place to apply for financial assistance to help reduce your costs and get access to free, in-person help available statewide.'

CONNECT for HEALTH COLORADO

855-PLANS-4-YOU (855-752-6749) TTY: 855-346-3432
Mon-Fri 8AM-6PM Sat 9AM-5PM Holiday closure: 1/2

En Español

Get Started Resources About Us Get Help Sign In / Shop

The Basics

- Election Questions?
- Tax Credits
- 2015 Tax Information**
- Vision Options
- Glossary
- FAQs
- Customer Resources & Forms
- Appeals Info
- Using Your Health Insurance

Find the Right Plan

- Health Insurance Companies
- Quick Cost & Plan Finder
- Vision Options
- Dental Options
- Stay Informed**
- Our News
- Join Our List
- Events
- For Media
- Metrics & Reports

Lower Your Costs

- Quick Cost & Plan Finder Tool
- Small Biz Tax Credit

Small Business Open Year-Round

Before You Shop
Get estimates and browse plans

Save on Premiums

Get Free In-Person Help

Welcome to Colorado's Health Insurance Marketplace, the only place to apply for financial assistance to help reduce your costs and get access to free, in-person help available statewide.



Find your second lowest-cost Silver-level plan



Find your lowest cost Bronze-level plan



Quick Cost and Plan Finder tool

The screenshot shows the 'Quick Cost and Plan Finder' tool interface. At the top, the 'CONNECT for HEALTH COLORADO' logo is on the left, and 'Back to homepage' and 'Sign In / Shop' buttons are on the right. Below the header is a navigation bar with five steps: 'Basic Info', 'Estimate Tax Credit', 'Estimate Health Usage' (the current step, highlighted with a green dot), 'Select Preferences', and 'See Plans'. The main content area has a heading 'Let's talk about the right level of healthcare usage for you, so we can estimate your total annual healthcare costs. (Think about how frequently you typically use healthcare services.)'. Below this are three columns for 'LOW', 'MEDIUM', and 'HIGH' usage levels. The 'LOW' column says 'I rarely use healthcare services'. The 'MEDIUM' column says 'I sometimes use healthcare services'. The 'HIGH' column says 'I frequently use healthcare services'. Below these columns is a text prompt: 'Use the sliders below to customize the typical healthcare needs for each family member.' At the bottom of the main content area, there is a section titled 'See what happens if you adjust your healthcare needs:' with a slider showing 'Low Use', 'Medium Use', and 'High Use'. To the right of the slider, it says 'Females in your age group with low healthcare needs typically use:' followed by a list: '4 visits with a doctor', '0 outpatient visits', '0 days in the hospital', and 'Minimal other expenses'. A note below the list says '(Your needs may be more or less. Select the usage that you think fits your needs best.)'. At the bottom of the page, there is a 'Back' button and a 'This looks about right, continue' button.

CONNECT for HEALTH COLORADO

Back to homepage Sign In / Shop

Quick Cost and Plan Finder

Basic Info Estimate Tax Credit Estimate Health Usage Select Preferences See Plans

Let's talk about the **right level of healthcare usage** for you, so we can estimate your total annual healthcare costs.
(Think about how frequently you typically use healthcare services.)

LOW
I rarely use healthcare services

MEDIUM
I sometimes use healthcare services

HIGH
I frequently use healthcare services

Use the sliders below to customize the typical healthcare needs for each family member.

See what happens if you adjust **your** healthcare needs:

Low Use Medium Use High Use

Females in your age group with low healthcare needs typically use:

- 4 visits with a doctor
- 0 outpatient visits
- 0 days in the hospital
- Minimal other expenses

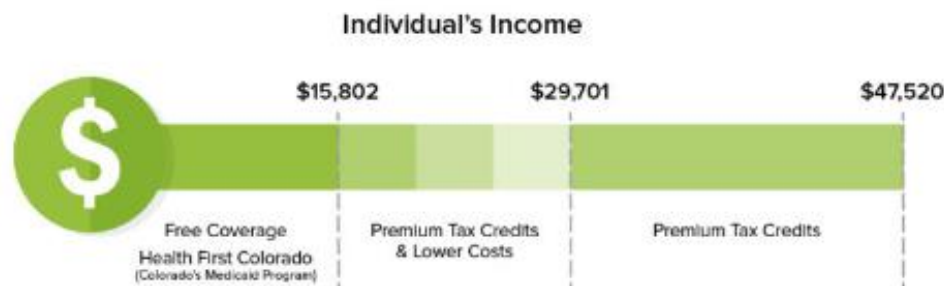
(Your needs may be more or less. Select the usage that you think fits your needs best.)

Back This looks about right, continue

- 1.5M pageviews since 11/1
- Average session: 6 min
- 28,000 unique users
- ✓ Upcoming enhancements – adding CSR variant plans and SBC docs to each plan

Quick Cost and Plan Finder tool

- Added Cost-Share Reduction variant plans to show value of Silver level plans when customer may be eligible for CSR savings




	Full Cost	1st Level	2nd Level	3rd Level
Deductible	\$2,500	\$2,400	\$800	\$25
Primary Care Office Co-pay	\$10	\$10	\$10	\$5
Generic Medications	\$8	\$8	\$5	\$5
Brand Name Drugs	\$60	\$60	\$50	\$30

Quick Cost and Plan Finder tool

- Added link to all Summary of Benefit Coverage documents to each plan

[Back to Plans](#) [Download PDF](#) [Download SBC Benefits PDF](#)

People covered: T(Age 34)
Zip Code: 80238 Income: \$0

 **KAISER PERMANENTE**
★★★★★
[KP QO Bronze 6500/\\$0](#) HMO/Bronze

Cost Snapshot	
Yearly Cost Estimate	\$2,890 _{/yr}
Estimated Monthly Premium	\$240.55
Monthly tax Credit	--
Annual Deductible	\$6,500
Annual Max Cost	\$7,150

My Preferences	
My Doctors	--
My Hospitals	--
My Medications	--

Plan Details

Weekly Stakeholder Communications

- Weekly communications from Kevin under “Resources – Our News” posted as blogs

Friday, December 16, 2016

CEO Blog: Record Setting Day for Connect for Health Colorado®

We did it! We met the very important December 15 deadline with positive energy and in my opinion, we knocked it out of the park! We've [...]

[READ MORE](#)

Friday, December 9, 2016

CEO Blog: Enrollments Strong As We Approach Important Dec 15 Deadline

We're closing in on December 15, one of the most important deadlines of the year and we have a lot to be proud of. Plan selections in [...]

[READ MORE](#)

Monday, November 28, 2016

CEO Blog: Remaining Nimble and Responding to Change

The holidays are a time to disconnect from our daily grind and reflect. For me, the holiday last week helped bring some perspective to [...]

[READ MORE](#)

Wednesday, November 23, 2016

CEO Blog: High Enrollment Trending

As we approach the Thanksgiving holiday, we're busy as ever enrolling customers. In fact, enrollments are outpacing our numbers by more [...]

[READ MORE](#)

Friday, November 11, 2016

CEO Blog: What to Keep in Mind Post Election

There has been a lot of talk about the future of the healthcare in our country since the election. There are a few things we should [...]

[READ MORE](#)