

# Connect for Health Colorado - Open Enrollment 3 Report from Outreach & Communications Advisory Group

At the end of open enrollment, the Outreach & Communications Advisory Group for Connect for Health Colorado debriefed on what went well, areas for improvement, and any recommendations to the Connect for Health Colorado Board. OCAG has also largely been serving as a forum for topics aligned with the individual experience advisory group that has not been meeting recently.

(OCAG met 7 times in the past year.)

## What Went Well in OE3

- The technical and systems improvements made enrollment smoother/easier for most brokers, assistance sites, and consumers.
- Use of the Connector tool improved workflow and referrals for Health Coverage Guides (HCGs) - some HCGs expressed this helped make the pace of open enrollment more steady.
- The more limited but targeted marketing seemed to be effective based on enrollment numbers.
- Consumers seemed more knowledgeable about process, and more aware of complexities.
- The PIN system that was developed to verify HCG identity made calling into the service center easier/more streamlined.
- OCAG members involved in enrollment indicated the customer service center was more responsive when calling on behalf of a client.

## Challenges in OE3

- Some glitches/challenges still remain in the technical/SES systems.
- Enrollments with Legal Permanent Residents (LPRs) were better in OE3, but the work arounds that were created did not always function properly, and renewals were a particular struggle with this population.
- Not all assisters were aware of the Spanish version of the Connector tool, potentially increasing barriers to some potential enrollees.
- Some feedback indicates that there may be some "passing the buck" issues between brokers and HCGs, handing off errors & problem cases.



## Messaging and Marketing Activities

OCAG discussed a variety of messaging and marketing topics and challenges before, during, and after open enrollment, including:

- Proactive media and message preparation for open enrollment
- Spanish earned media outreach
- HealthOP closure, transition and ongoing messaging coordination
- Messaging for finalized insurance rates
- Marketing, social media and collateral feedback
- Marketing to fill minority gaps
- Communication strategies for SEPs for HealthOP, Rocky, and Access Health members

## Recommendations for improvements

- HCGs in particular need more real time (or more timely) data for their assistance site so they can better track enrollments, resolutions, etc.
- Brokers and HCGs may need more support/information on the various referral methods and tools between them.
- Connect for Health Colorado should facilitate more events to connect HCGs and brokers.
- Connect for Health Colorado could support HCGs and brokers with an overview of the major differences between plans prior to the start of open enrollment.
- Some group members have expressed that OCAG should be consulted earlier in the process in order to provide more helpful feedback on marketing/messaging and materials and fulfill its advising role.