



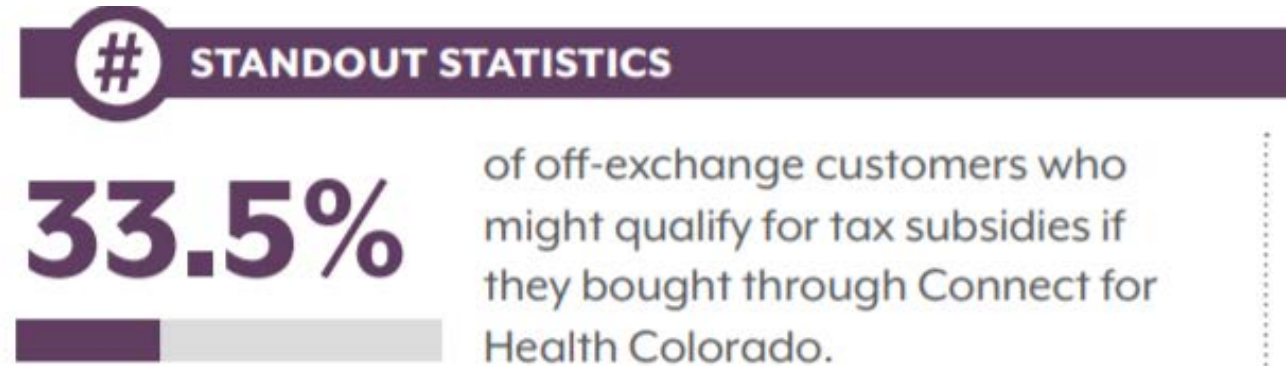
# CONNECT FOR HEALTH COLORADO

Focus Group Project  
Board Policy Committee  
March 26, 2018

# Focus Group Project

Connect for Health Colorado is planning to conduct a series of focus groups in 3 metro and non-metro locations across the state with off-exchange individual market enrollees to gather data on:

- 1) Why they are purchasing off-exchange
- 2) If they are aware of the availability of financial assistance if they were to purchase on-exchange
- 3) What marketing and communications messages are most effective for converting enrollees from off-to-on exchange



*Source: 2017 Colorado Health Access Survey*

# Questions

Seeking input from the Committee and public on:

- Additional goals the project should work towards
- What questions would be most valuable to include?