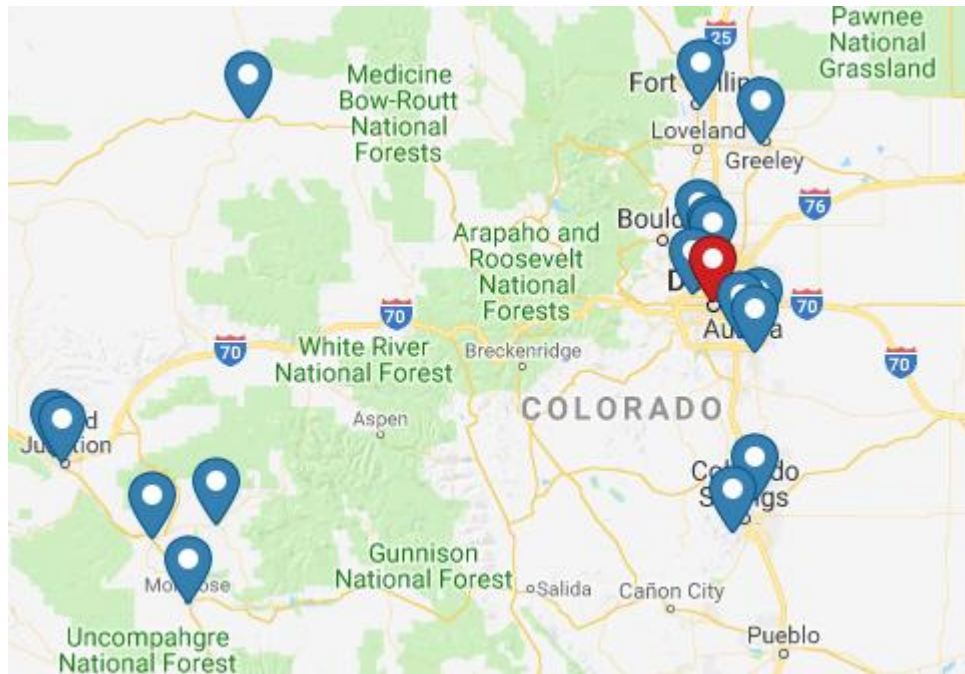




ENROLLMENT CENTERS 2.0

Previous Landscape for Enrollment Centers

17 contracts providing 19 locations



- Get Help page listing
- Marketing pushes
- Connect for Health Colorado support
- MA site access
- Community resource links
- Some enhanced Service Center support
- 12-15K customers served during OE4/5

Vision for Enrollment Centers

Vision

- Simplify getting real-time help for customers throughout state
- Commitment to matching funds for coordinated marketing plan
- Drive customers in rural areas to centralized resource
- Part of broad marketing plan to increase enrollment and for getting help

Who is eligible to be an Enrollment Center?

- Certified broker/broker agency
- Certified Assistance Network Partners

OE6 Supports for Enrollment Centers

Enhanced customer service support

- Phone access to MA Site for real-time casework
 - Agency email access to MA site for fast resolution
- Enhanced customer service center support
- Community resource links
- Focused Connect for Health Colorado staff support

Marketing support

- Matching funds for marketing plan – not to exceed \$5,000
- Listing on Get Help page
- Marketing help to drive people to the Enrollment Centers
- Customer Service Center pushes to Get Help

Timeline

April 2	Notification to current ECs that contracts will end
April 11	Current EC Feedback
April 26, May 9	Broker Focus Group, AN Focus Group Feedback
June 15	Release application— hold webinars for applicants
End of June	Release FAQs regarding application
July 31	Applications due
August	Connect for Health Colorado evaluation and award
September 1	Begin of contract period
September	Collaborative work with Marketplace marketing team

Applicant Webinars

~~Monday, June 18, 2018 at 1:00PM~~

Join from PC, Mac, iOS or Android:

<https://meetings.ringcentral.com/j/1481817223>

Or iPhone one-tap:

+1(773)2319226,,1481817223#

Or Telephone:

Dial: +1 (773) 231 9226

Meeting ID: 148 181 7223

~~Tuesday, June 19, 2018 at 11:00AM~~

Join from PC, Mac, iOS or Android:

<https://meetings.ringcentral.com/j/1485549293>

Or iPhone one-tap:

+1(773)2319226,,1485549293#

Or Telephone:

Dial: +1 (773) 231 9226

Meeting ID: 148 554 9293

~~Wednesday, June 27, 2018 at 10:00AM~~

Join from PC, Mac, iOS or Android:

<https://meetings.ringcentral.com/j/1490415196>

Or iPhone one-tap:

+1(773)2319226,,1490415196#

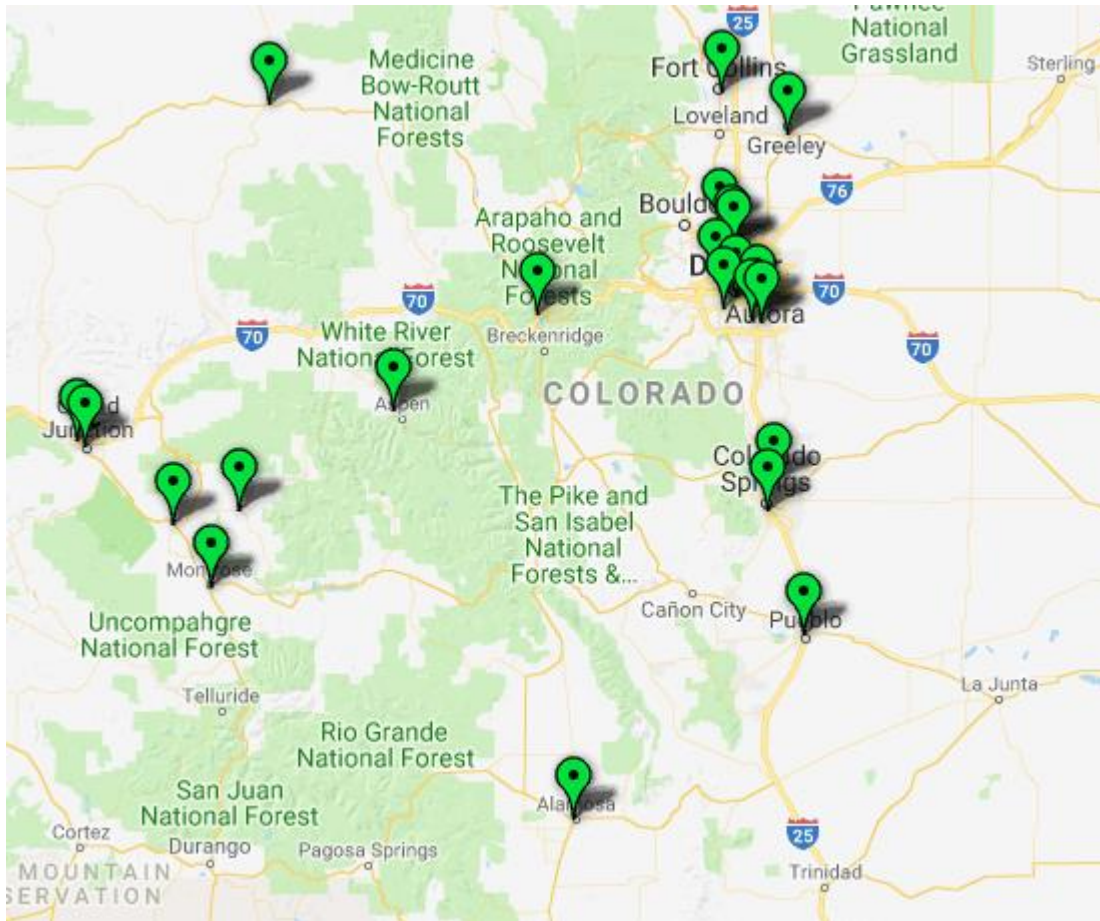
Or Telephone:

Dial: +1 (773) 231 9226

Meeting ID: 149 041 5196

New Landscape for Enrollment Centers

21 Enrollment Centers serving 23 locations



25 Applications Received
10 New applicants
21 Accepted (4 Assister led)

Guiding Criteria for Selection

Customer Access

- Visibility and access for individuals and families
 - Capacity to effectively serve walk-in business

Customer Experience

- Demonstrated success at providing APTC supported enrollment
 - Reach to eligible but not enrolled and APTC markets
- Able to provide a cross-function of customer focused support
 - Referral and problem resolution

Business Strategy

- Marketing plan for coordinated reach to geographic region and target populations
- Collaborative relationship with Marketplace and community partners
 - Effective use of Marketplace processes and community resources

Marketing Collaboration

The Enrollment Center marketing collaboration projects are meant to complement Connect for Health Colorado's statewide marketing efforts with grassroots and community target projects.

Banners and Signage

Print publications

Radio advertising

School-based marketing

Events

Direct mail

Other local projects

Early Lessons Learned

- Smaller offices concerned for quality of service as walk-in center and not inclined to apply
 - Better to have periodic collaborative events with these partners
- Application process would be more effective by having some questions answered in interview rather than writing
- Application process could address skepticism that marketing plans could be shared with competitors