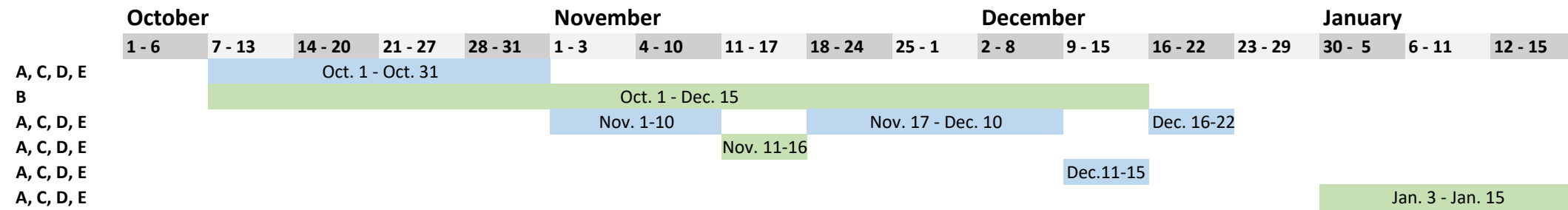


## Open Enrollment Messaging Timeline

Get ready to shop | enroll  
 Before you renew off Marketplace  
 Shop & compare before 12/15  
 Beat the Rush - 12/15  
 Last chance to enroll now for Jan. 1 coverage  
 Last chance for 2019 coverage



### Audience Key

A = Eligible but Not Enrolled | Statewide | APTC Eligible  
 B = Eligible but Enrolled Elsewhere  
 C = Current Customers | Lapsed Customers  
 D = African Americans - Metro Denver | APTC Eligible  
 E = Hispanic | APTC Eligible