



OPEN ENROLLMENT 6 UPDATE

Board Policy Committee
January 28, 2019

Open Enrollment 6 Metrics

- **169,672** medical plan submissions for the 2019 Open Enrollment Period – up 2% from 2018 Open Enrollment Period
 - 21% new customers
 - 79% renewing customers
 - 77% Financially Assisted – up from 69% in 2018

OE6 Metrics, Cont'd

- Enrollments are the same or higher in 45 counties
 - 35 of which are in rural counties
 - 10 of which are in urban counties
- County-level plan selection data is attached.

Media Engagement

- 7 News Call-in show
- Colorado Health Institute Podcast
- Brother Jeff Interview
- Life is Dope Podcast
- Joint Press Conference with Mayor Hancock
- Colorado Public Radio Interview
- Facebook Live Interview with Senator Fields