

Operational Update

COHBE Board Meeting
April 22, 2013

Who Is Our Target Audience?

- ▶ Young adults
- ▶ Individual purchasers across all incomes
- ▶ Uninsured across all incomes
- ▶ Hispanic individuals and families
- ▶ Small businesses/non-profits
- ▶ Rural Coloradans



Where Do Customers Initiate ?

- ▶ Self Service: No Additional Assistance
- ▶ Call Center: 1-855-PLANS 4 YOU
- ▶ In-Person Support: Brokers, Health Coverage Guides, Application Counselors, Others
- ▶ Carriers: Via Dedicated Sales Force

Assuming 86% of Enrollments Will Be Online (via self-service, in-person assistance or call center)

14% of Enrollments By Paper



The Majority of Customers Buy Using Online Tools

Sign In

Select Coverage

Select Providers

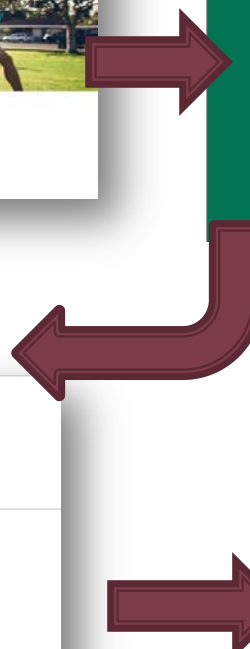
Select Plan

Selected Providers: 2

- Jones, Stanley B, DO**
1 Main Street
Denver, CO 80201
(123)456-7890
- Jones, Stanley A, MD**
516 Rock Drive
Denver, CO 80201
(123)456-7890

Provider search results (5)

Name	Address	City, State ZIP Code	Phone	Actions
Jones, Stanley A, MD	123 Run Drive	Denver, CO, 80201	(123)123-4567	Provider Added
Jones, Stanley B, DO	1 Fifth Street	Denver, CO, 80201	(123)123-4567	Provider Added
Jones, Stanley S, MD	45 College Drive	Denver, CO, 80201	(123)123-4567	Add this provider
Jones, Stanley T, MD	34 North St	Denver, CO, 80201	(123)123-4567	Add this provider
Jones, Stanley W, DO	61 King Blvd	Denver, CO, 80201	(123)123-4567	Add this provider



Engagement Activities

	April	May	June	July	August	September
Assistance Network	Applications Due	Announce Assistance Network Awardees		Assistance Network Grant Term Begins		
Brokers	Broker Recruitment Commences		Broker Certification Curriculum Complete		Begin Broker Certification	Brokers Certified
Customer Service Center	Design Service Center Floor Plan	Hire 'Skeleton Crew' to service Call Center	Complete Call Center Improvements and Networks		Hire all Call Center Staff	
Carriers	Carrier Connectivity Testing		Carrier Plans submitted to SERFF		Carrier UAT Testing & Plan Load Verification	Carrier Plans Loaded to Production
Marketing / Outreach		Launch 'Connect For Health' brand and Marketing / Outreach Campaign	Marketing Campaign and Outreach Continues	Marketing Campaign and Outreach Continues	Marketing Campaign and Outreach Continues	Marketing Campaign and Outreach Continues
Training			Train the Trainer Sessions Begin Web Based Training Available	Classroom Training Begins (Assist. Network, SHOP, Individual, Call Center)	Final Classroom Training	Call Center Training

Training Curricula Will Focus on All Channels

Connect for Health Colorado Overview High-Level Curriculum Map

Updated: 2/28/13

