



MARKETING AND ENROLLMENT UPDATES

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PAID DIGITAL PERFORMANCE

Through December 3, 2019

Digital and Social Advertising Performance

Digital Impressions

Impressions	Clicks	Click Through Rate
12,922,869	31,403	0.24%

Impressions difference YOY	Click difference YOY	Click Through Rate Difference
1,153,886	17,926	0.26%

Connect for Health Colorado Sponsored · 🌐 ...

Don't dilly-dally... Last chance to get health insurance that starts Jan 1! Shop by Dec 15.

CONNECTFORHEALTHCO.COM
Financial help available
 As Colorado's official health insurance marketplace, ...

👍 Like 💬 Comment ➦ Share

Social Media Results

Impressions	Clicks (All)	CTR (All)	Video Completions
6,280,517	44,053	0.70%	703,535

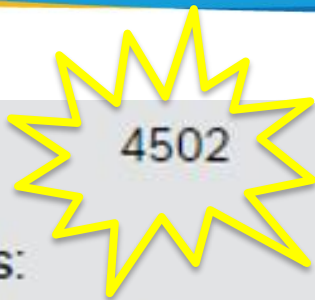
Impressions difference YOY	Click difference YOY	Click Through Rate Difference	Video Completions Difference
4,570,840	30,924	-0.07	246,159

BROKER/ASSISTER PERFORMANCE

November 1 – November 30, 2019

Nov 1 – Nov 30

Broker Channel Leads Program

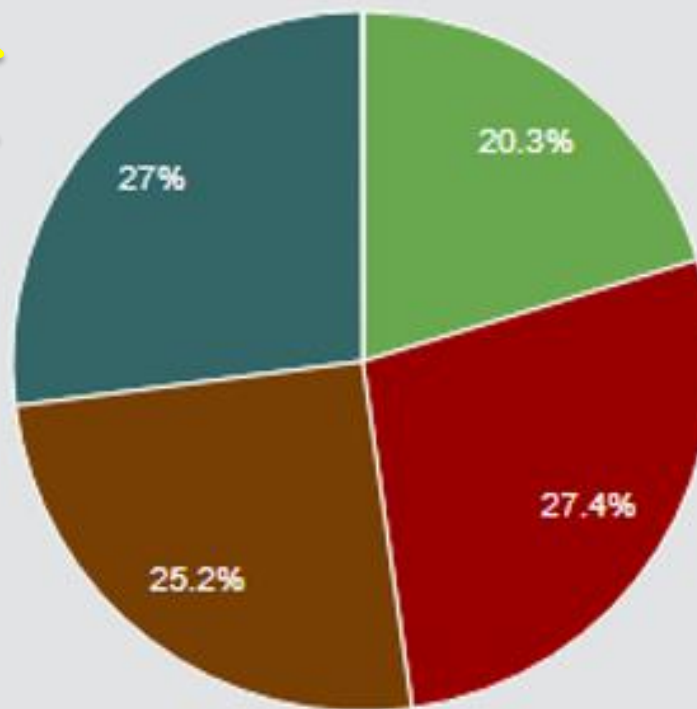


Total Referrals Entered:

4502

Current Status of Referrals:

● Open:	0
● Pending:	0
● Pending Offline:	2
● Accepted:	1077
● Rejected:	0
● Not Picked Up:	0
● Referral Completed:	1454
● Delayed:	1338
● Not a Good Referral:	1431



See appendix for status definitions

Assistance Network Appointments and Enrollment Outcomes

Appointments

- 2747 Nov Completed
- 254 Dec Completed
- 723 Dec Scheduled

Enrollment Outcomes

- 1798 Qualified Health Plan
- 754 Medicaid
- 157 Child Health Plan +

2019 November & December Events

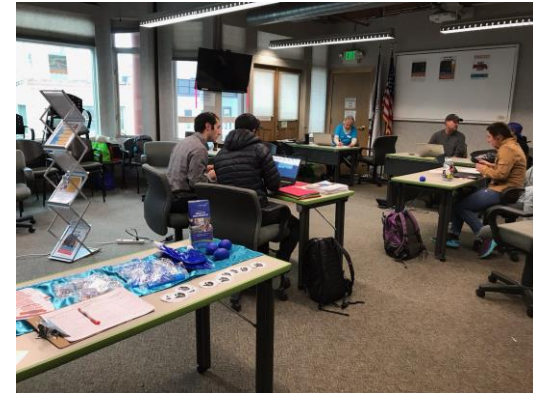
Enrollment Center/Assistance Network Events

November Events

- 61 Events Held

December Events

- 13 Events Held (Dec 1 – 7)
- 21 Scheduled



What our partners are sharing

- Active shoppers are searching for lower premiums in the same metal tier
- Premium concerns remain for our Financially Assisted population
- The eligibility system is performing very well
 - Appointments are finishing faster than ever

What are you hearing?

