


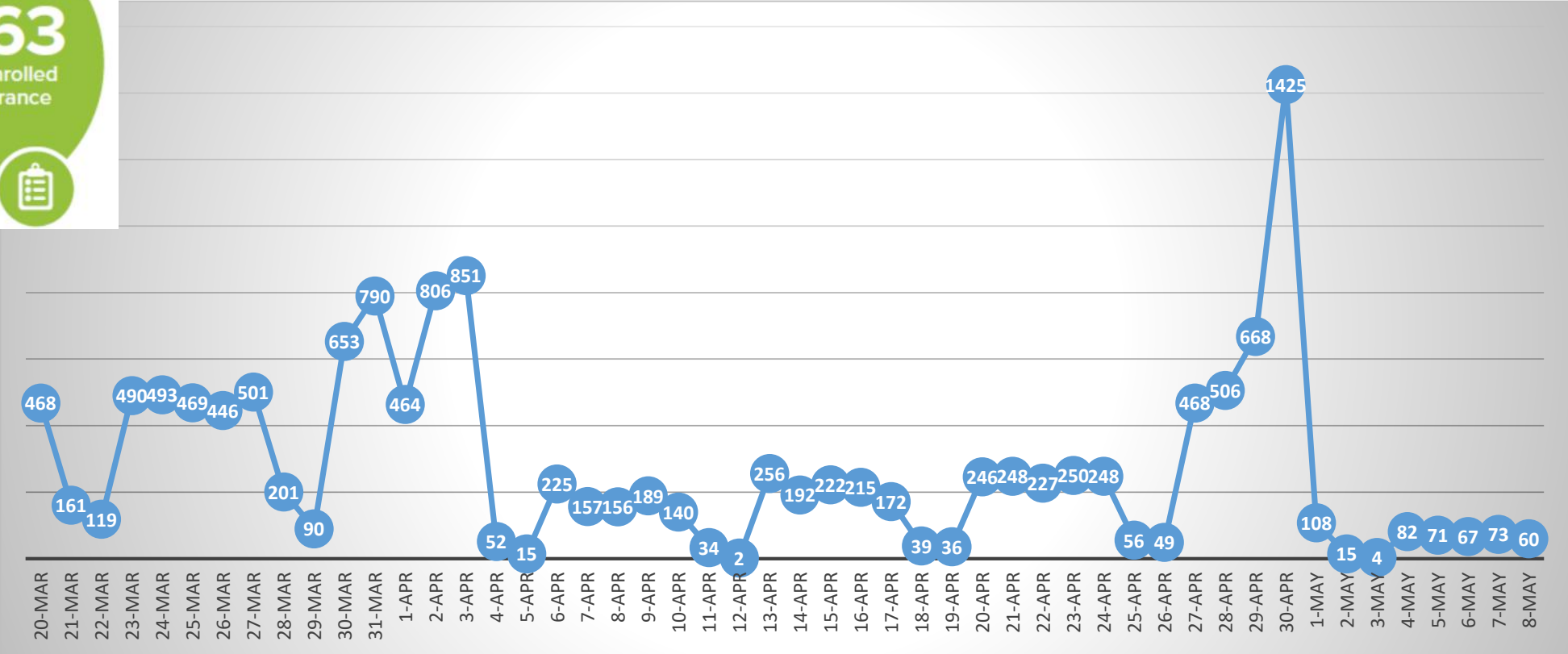


# COVID Special Enrollment Period Observations and Lessons Learned

Board Committee Meetings  
September 28, 2020

# COVID SEP Enrollments

**14,263**  
 Coloradans enrolled  
 in health insurance  
 plans

# COVID SEP Observations

- Distribution of enrollments by income level was consistent with existing customer base.
- Higher proportion of enrollments were under 35 years old compared to open enrollment.
- Higher proportion of enrollments in silver plans compared to open enrollment.
- Lower proportion of enrollments from rural counties compared to open enrollment.



# COVID SEP Lessons Learned

- Capability to specifically identify the enrollments coming from the emergency event.
- The need to make adjustments quickly to the enrollment platform to allow for self service shopping.
- Collaboration with the health plans to provide flexibility in enrollment timing for emergency events.
- Coordination with brokers and assisters in increasing assistance during emergency events.
- Utilizing our relationships with other SBM's in developing best practices.
- Value of outreach campaigns in educating and increasing traffic to website (see following summary and analysis of marketing campaign).

# Emergency COVID SEP Outreach Campaign

## HIGHLIGHTS

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236 mentions in news media

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From the Durango Herald to the Summit Daily to the Colorado Sun, we used traditional news media to reach every corner of the state

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Paid Social media campaign garnered more than 5 million impressions and 11,000 clicks to the website

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Online ad campaign resulted in just under 5 million impressions and over 7,700 clicks to the website

# COVID SEP Web Traffic

(ad buy period March 20 – April 3)

Users

148K

↑64.8%

Sessions

253K

↑66.6%

Bounce Rate

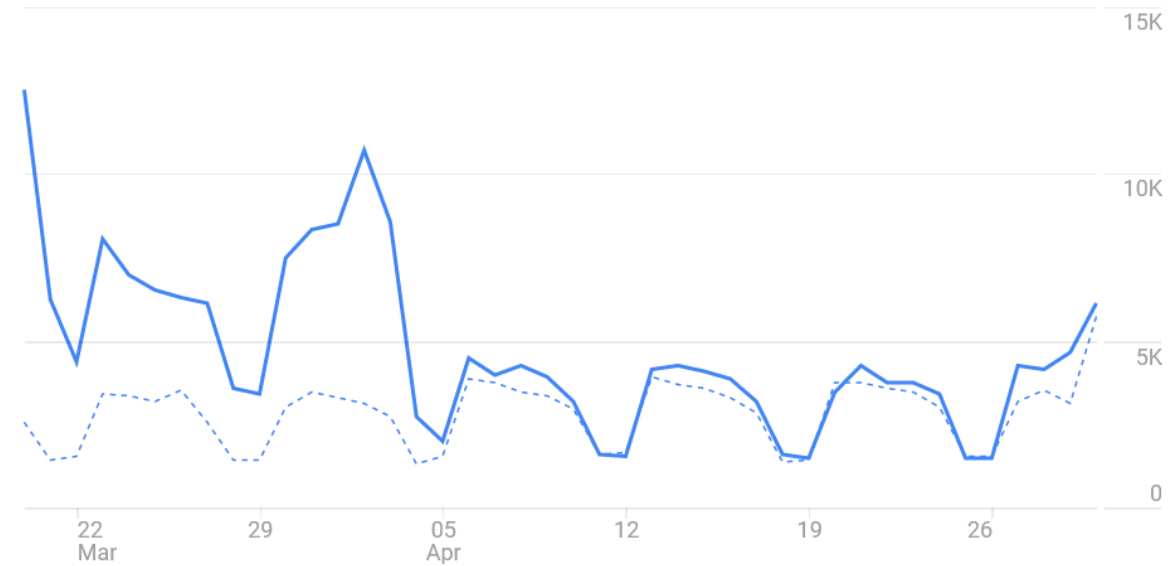
64.35%

↓0.9%

Session Duration

2m 04s

↓7.0%



Mar 20, 2020 - Apr 30, 2020 ▼

[AUDIENCE OVERVIEW](#) ▶