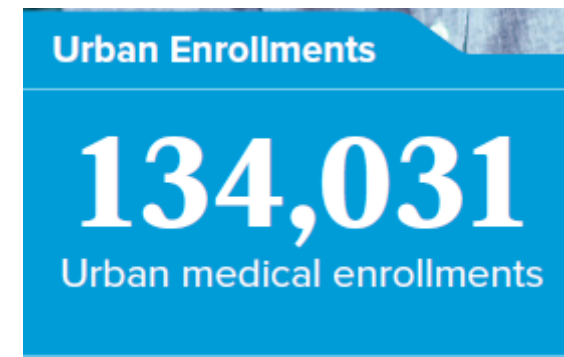
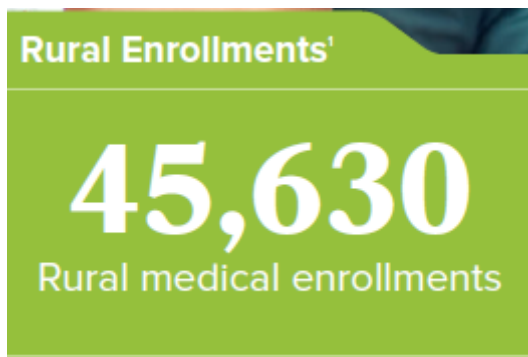


By the Numbers

Open Enrollment Report for Plan Year 2021



Coloradans We Enrolled



Helping Coloradans Enroll

95,000+

calls answered by our Customer Service Center during the Open Enrollment period

1,500

calls answered most days, and the average speed of answer was less than 2 minutes

4,000

calls answered by our Customer Service Center on Dec. 14, the highest call volume day of Open Enrollment

6,286

customers made appointments directly with an Assister through the Assistance Network Scheduler tool

58%

of all Marketplace customers enrolled through a Broker

38,160

customers were served by Enrollment Centers, with 30% of all Enrollment Center business generated from rural communities

128

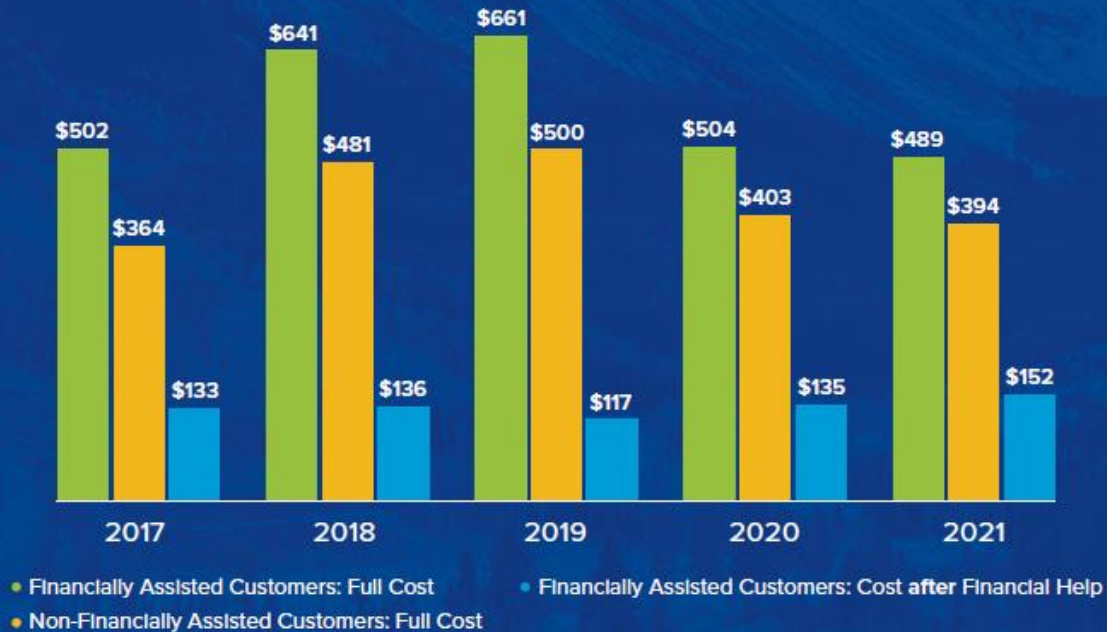
virtual and socially distanced enrollment events hosted by Assistance Network sites

Costs at a Glance: 2017-2021

This Open Enrollment, our non-financially assisted customers saw a slight decrease in their plan premium costs. However, because the cost of premiums decreased in many areas of the state, most customers who qualified for financial help also received a lower financial help amount to apply to a 2021 health insurance plan.

Financially assisted customers who did not change their plan likely saw an increase in their net premium (the monthly payment after tax credits are applied).

Average Monthly Plan Costs

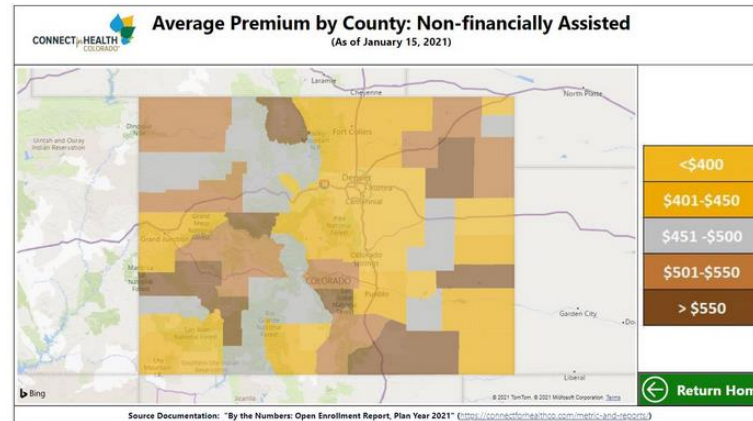
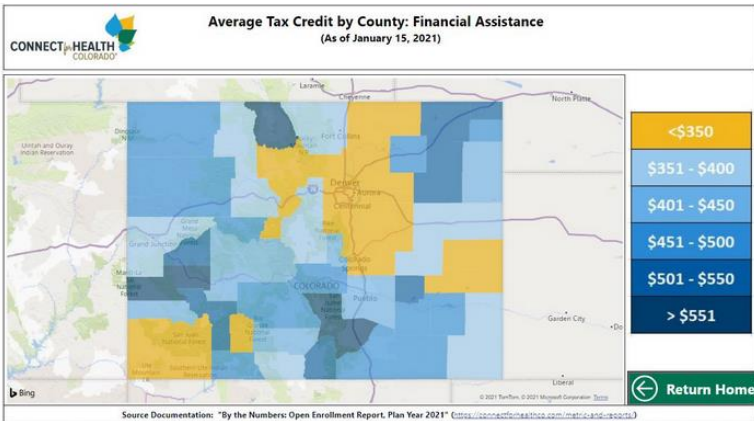
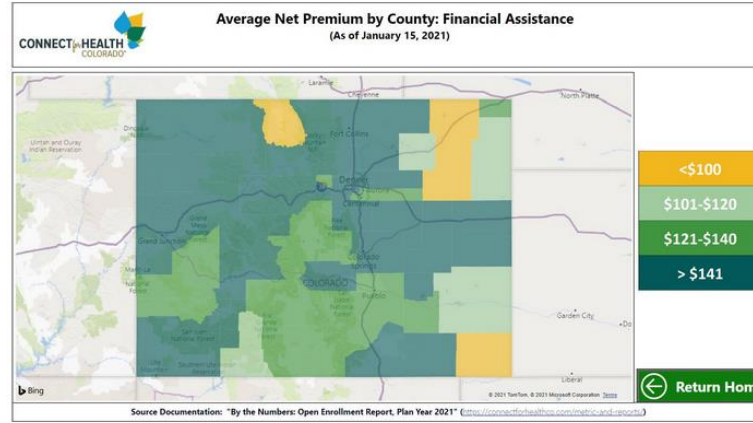
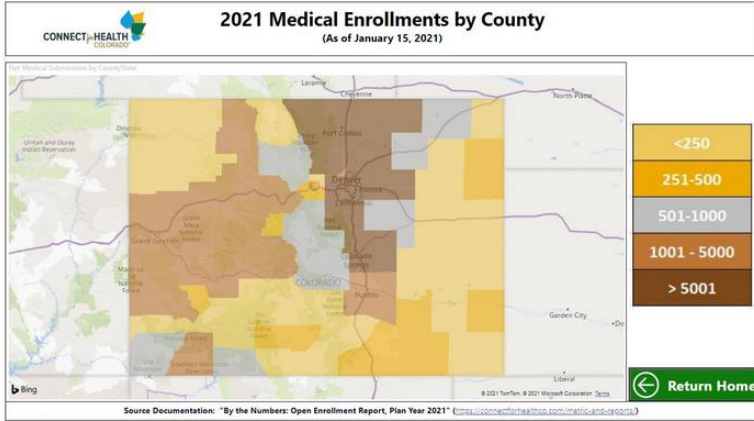


69%

of Marketplace customers are receiving financial help in 2021

All About Costs

Coloradans received \$497,386,931 in federal tax credits.



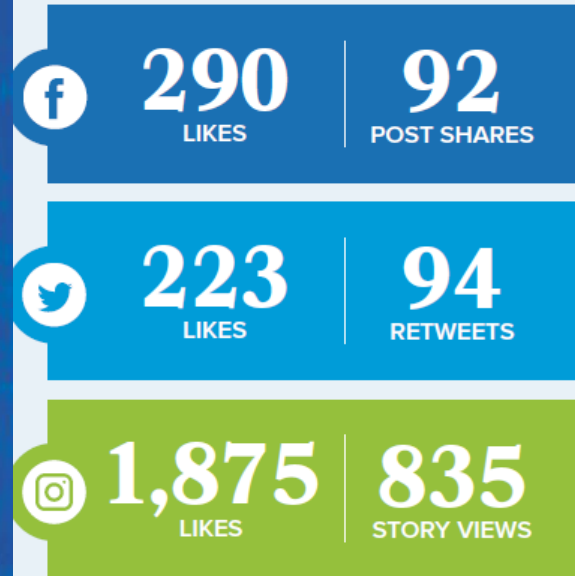
Interactive County Maps

Message Board Campaign

Getting the Word Out



Campaign Highlights



2020 Media Library

We reached Coloradans through videos on social media. We participated in 9 Facebook lives total: 4 with English-speaking outreach partners, and 5 in Spanish in collaboration with Univision Colorado.



Lunch & Learn: Kevin Patterson participates in a Facebook live with the Center for African American Health

[Watch Video](#)



Kevin Patterson participates in a Facebook live with FaithBridge

[Watch Video](#)



Governor Jared Polis urges Coloradans to get covered

[Watch Video](#)



Local Drag Queen reminds their followers to enroll by January 15

[Watch Video](#)



Local Drag Queen reminds their followers to enroll in health insurance

[Watch Video](#)



Facebook live with KUHS Denver

[Watch Video](#)



Interview with Noticias Ya Colorado (Spanish)

[Watch Video](#)



Facebook live with La Invasora 877 FM (Spanish)

[Watch Video](#)



Governor Jared Polis urges Coloradans to get covered (Spanish)

[Watch Video](#)



Monica Caballeros urges viewers to enroll for 2021 (Spanish)

[Watch Video](#)



Facebook live with Que Bueno 977 & 1280 Denver (Spanish)

[Watch Video](#)



Find the report on our website on the Metrics
and Reports page