

Outreach Team 2021/2022 Strategic Plan

Jess Smith and Maria Adams



Who we are: The Outreach Team



**Jessica
Smith**

- Denver Metro Area
- Demographic Outreach



**Maria
Adams**

- Southeast Colorado
- Region Specific Outreach

What We Do



We are responsible for brand awareness, as well as consumer and community understanding of Connect of Health Colorado as a whole.

How We Do It- Outreach Tactics



Community Partnerships

Ex: Servicios & Department of Labor

Memberships

Ex: Chambers of Commerce & Restaurant Associations

Sponsorships

Health Resource Fairs, Legislative Events, Vaccine Clinics, Business Resource Fairs, Community Events

Tabling & Community Events

Ex: State Fair, Pride, Resource Fairs

Presentations to the community

Ex: Make a Wish Foundation, County DHS offices, Colorado Bartender Guild, Senior Living Communities (55+), & Early Childhood Education Association



Other C4HCO Outreach & The Outreach Team

BROKERS & ASSISTERS:
Outreach to get people enrolled

POLICY TEAM:
Outreach to build relationships with Elected Officials, Advocacy Organizations, State Departments, and County Directors

MARKETING TEAM:
Outreach to current customers and to bring in new customers through a variety of communications tactics such as ad buys, social media, and collateral

OUTREACH TEAM:
Outreach to help people understand who we are, what we do, and HOW to get enrolled.

This combination of outreach efforts helps deliver services, enhance knowledge, and raise awareness

Connect for Health Outreach is Changing

Before:

- One message
- One outreach employee
- One contractor (supporting work in Black Communities)
- Statewide

Now:

- Multiple initiatives with multiple messages
 - HIAE
 - Easy E
 - Small Business
 - Get enrolled and apply for financial help
- Two outreach employees
- Two contractors (Supporting work in Latinx, Black Communities)
- Regional

2021/ 2022 Outreach Strategic Plan

Topic: Easy Enrollment

- **WHY:** Required by state statute, top organizational priority, new way to get the word out, & pipeline of new customers.
- **TACTICS:**
 - Develop awareness among tax preparers, CBOs, United Way, VITA, & all audiences identified by Easy E project manager
 - Develop awareness with current stakeholders



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Topic: HIAE

- **WHY:** Aligns with organizational mission to increase affordability and access, new customer pipeline, state requirement, top organizational priority, & increasing health equity.
- **TACTICS:**
 - Engage stakeholder groups and leaders that are trusted/listened to by the undocumented population
 - Educate and prepare Stephanie (Latinx consultant)
 - Strengthen relationships with current partners like Servicios and ACAN, FQHCs, CLLARO, health advocacy groups to help spread the word and generate referrals
 - Build new relationships with organizations/leaders that support this community
 - Strengthen relationship with other service providers (food stamps, food banks, & counties) to help spread the word and generate referrals
 - Increase awareness with school districts and county workers (both pay for employee only on employer plan, no family members)

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Topic: Support Small Business Project (location neutral workers)

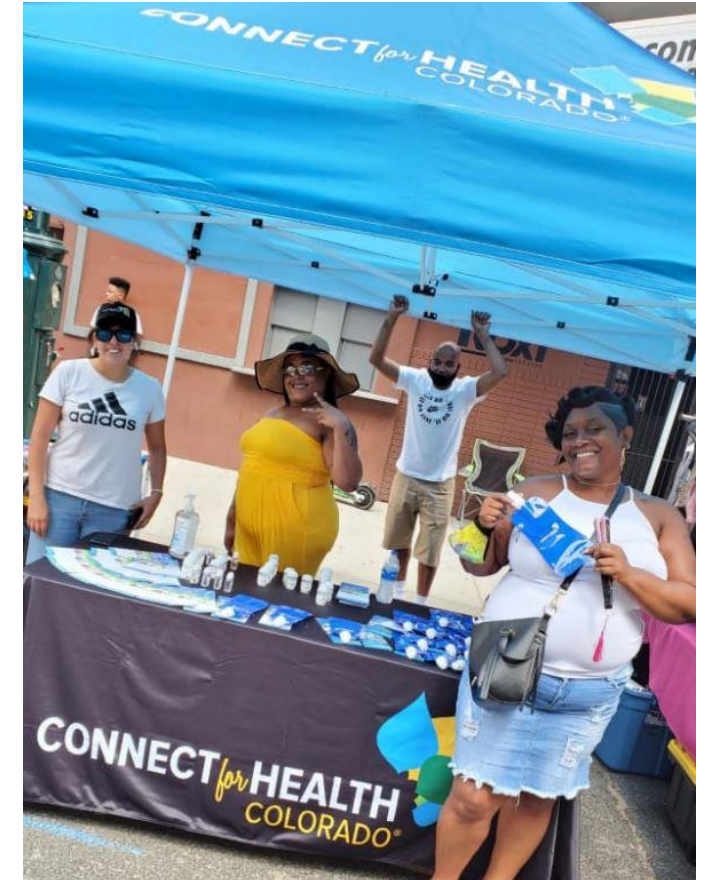
- **WHY:** Top organizational priority, top community need, new pipeline of partners and customers, & current landscape.
- **TACTICS:**
 - Join & educate small business associations/ membership organizations
 - Engage AN and Broker teams to help identify sponsorship, tabling, & presentation opportunities
 - Organize educational events such as Facebook lives, resource fairs, & presentations to small businesses/ small business associations
 - Identify opportunities with coworking spaces, shared maker stores, beauty coworking spaces, etc.



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Topic: Develop Outreach Success Measures

- **WHY:** Expectation from leadership, internal understanding & buy-in, demonstrate the impact of outreach, & help the organization define success.
- **TACTICS:**
 - Define what is measurable and achievable from outreach
 - Track and report measurable outcomes



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Topic: Needs Assessment Project

- **WHY:** Expectation from leadership and board, internal understanding of outreach strategies & tactics, help develop messaging & selling points, create a pipeline for new customers, & puts the customers first in our work.
- **TACTICS:**
 - Define what is measurable and achievable from outreach
 - Track and report measurable outcomes

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Topic: Open Enrollment 9

- **WHY:** Top organizational priority, increase access to health insurance, & doors are open.
- **TACTICS:**
 - Jess OE Plan
 - Maria OE Plan
 - Susan Burks OE Plan (Consultant)
 - Stephanie Salazar Rodriguez OE Plan (Consultant)





How does your team fit in?
How can we support you?