

Open Enrollment Readiness - Marketing





Marketing & Outreach

Marketing Strategies

- Paid advertising in English and Spanish
- Website content will be updated with new options
 - Colorado Option plan information
 - OmniSalud information
- Email marketing to current and lapsed customers
- Social media, including our message board campaign
- Collateral toolkits in print and online
- Media relations

Open Enrollment Messaging

- Updated Message Platform, focused on what is changing and what is not changing this year.

What You and Customers Can Expect This Open Enrollment

Open Enrollment 2022-2023 Message Platform

Summary

Connect for Health Colorado's mission is to increase access, affordability and choice for individuals, families and small employers purchasing health insurance in Colorado.

There are exciting initiatives and changes going into place this year that affect customers and our enrollment experts. In this document, you'll find talking points, information about what is and is not changing, and frequently asked questions.

Talking Points: What Customers Can Expect

- Starting this Open Enrollment, every company that sells health insurance in the state must offer plans with a specific set of lower, fixed costs and make them available to everyone – no matter their documentation status.
 - These are called Colorado Option plans, and they are making health care more affordable and accessible for all Colorado residents. [See Appendix A for more information about Colorado Option plans.]
- When you're shopping on Connect for Health Colorado's marketplace, you can expect more plan choice, easier plan comparison and savings for many customers.
- Starting this Open Enrollment Period, undocumented Coloradans can compare and enroll into health plans and qualify for financial help on Colorado Connect, our new, secure online platform.
- Our certified experts live in your area and speak your language. They'll help you apply free of charge, and you're not obligated to buy a plan when you contact an expert.

Outreach

- OmniSalud
- Small Businesses
 - Restaurants, Service Industries
- Rural Communities

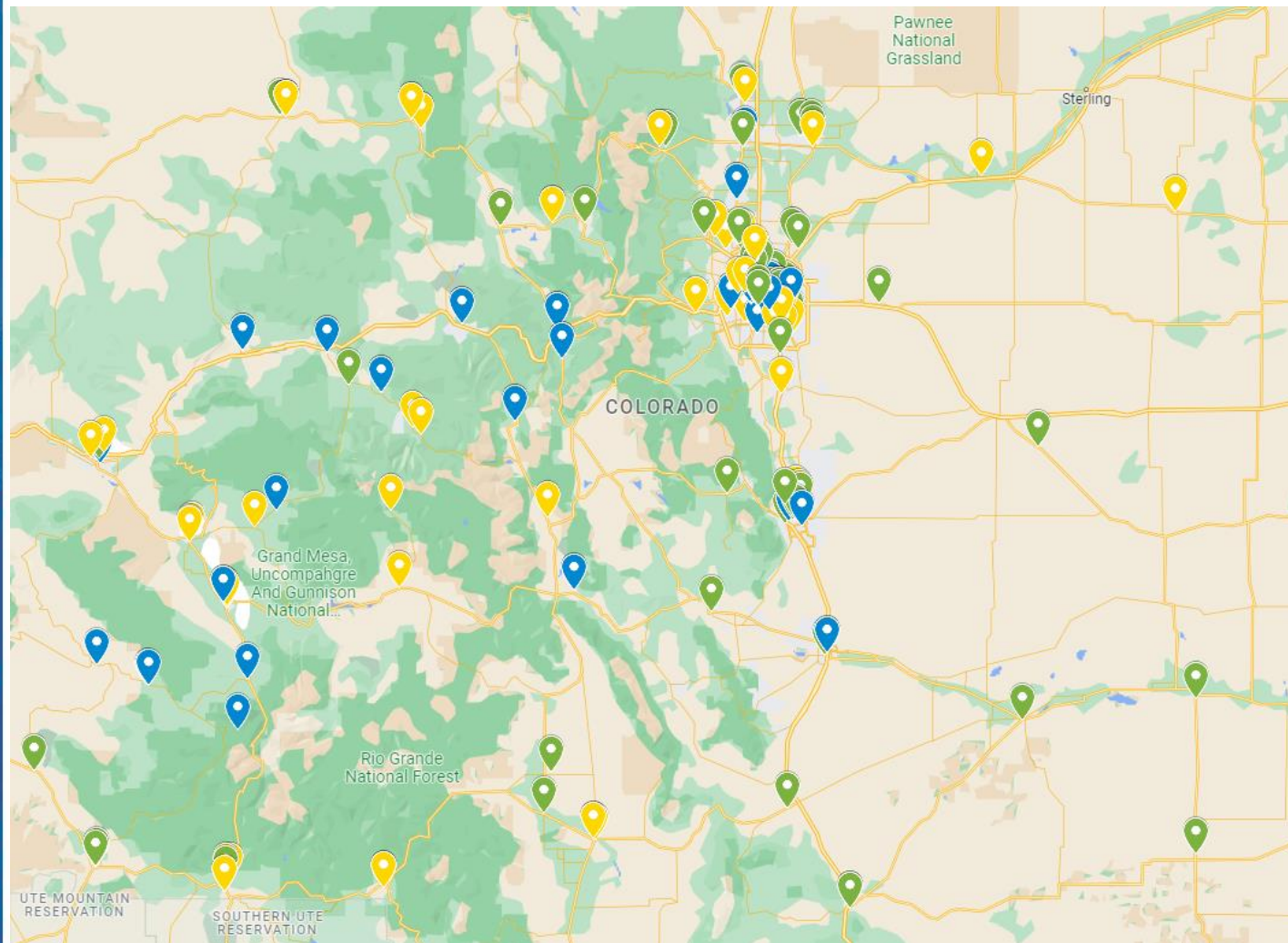





Broker & Assistance Network

ConnectforHealthCO.com



Statewide Enrollment Assistance



-  Assistance Sites
-  CAC Locations
-  Enrollment Centers