

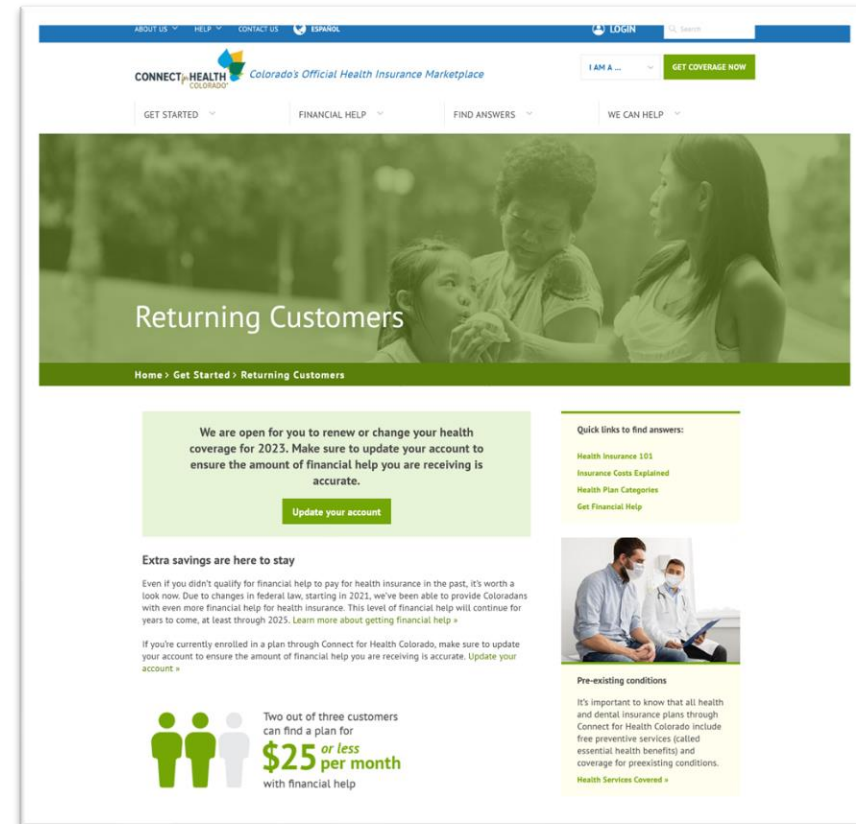
Marketing Updates

Through the end of Open Enrollment for PY2023



Homepage Traffic - English

- Overall users were 22% higher
- New users were 26% higher
- Pageviews were 2% higher
- Get Financial Help had a 280% increase in pageviews
- OmniSalud saw 12,233 pageviews
- SilverEnhanced Savings saw 1,595 pageviews Our Other
- Languages Resources saw a 498% increase in pageviews



Homepage Traffic - Spanish

- We Can Help - 55% increase
- Contact Us - 155% increase
- Get Financial Help - 39% increase
- OmniSalud saw 6,161 pageviews
- The top viewed page on our Spanish website



Email Marketing – Open Rate Averages throughout OE

Current FA customers: 53% over 10 emails

Current NFA customers: 54% over 10 emails

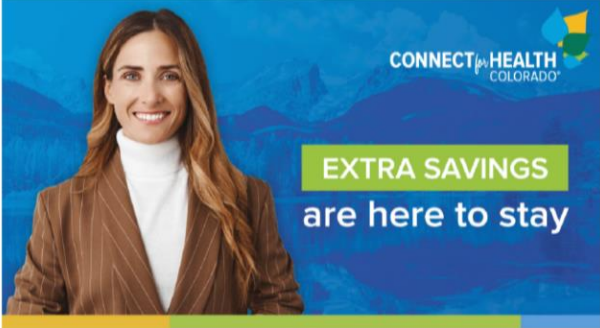
HIAE phase 1: 50% over 10 emails

Lapsed: 51% over 7 emails

AABNE: 48% over 10 emails

Submitted but canceled for 2023: 54% over 3 emails

Loss of issuer: 55% over 8 emails



CONNECT for HEALTH COLORADO

EXTRA SAVINGS are here to stay

11 days left to enroll in health insurance!

Open Enrollment ends on January 15, 2023 and there is still time to save money on a health insurance plan. [Shop today](#) to find a health plan that suits your needs at the right price for you.

If you have questions or need help enrolling, make a free appointment with a [Broker or an Assister](#) or call our [Customer Service Center](#).

Don't know where to start?
We can help! To help you find the plan that's right for you, consider more than just a plan's monthly premium. Think about how often you need care, or which doctors you like to see. Check out some more [tips for choosing a plan](#).

Get Started

Two out of three customers can find a plan for **\$25 or less per month** with financial help

[ConnectforHealthCO.com](#)
855-752-6749

Enrollment Support

- 8430 Scheduled appointments (or “appointments offered”)
 - 6611 Scheduled appointments
- 6312 Completed appointments
 - 5025 Completed appointments
- 4588 QHP enrollments; 1148 Medicaid enrollments; 104 CHP+ enrollments
 - 2448 QHP; 1109 Medicaid; 166 CHP+

The screenshot shows the 'Upcoming Events' page on the Connect for Health Colorado website. The page features a navigation bar with links for 'GET STARTED', 'FINANCIAL HELP', 'FIND ANSWERS', and 'WE CAN HELP'. Below the navigation bar, there is a section titled 'Upcoming Events' with a breadcrumb trail 'Home > Event'. A search bar is present with the text 'Find help at an event near you'. Below the search bar, there is a calendar for January 2023. The calendar shows events for various dates, including January 28, 4, 11, 14, and 15. Each event entry includes the date, time, and location.

MON	TUE	WED	THUR	FRI	SAT	SUN
26	27	28 1:00 pm - 3:00 pm Tri-County Health Enrollment Event - Delta	29	30	31	1
2	3	4 9:00 am - 3:00 pm Tri-County Health Enrollment Event - Delta	5	6	7 8:30 am - 7:00 pm Tri-County Health Enrollment Event - Delta	8
9	10	11 9:00 am - 3:00 pm Tri-County Health Enrollment Event - Delta	12	13	14 8:30 am - 3:00 pm Tri-County Health Enrollment Event - Delta	15 9:00 am - 4:00 pm Walk in and Enroll