



OE7 MARKETING TRENDS

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PAID DIGITAL TRENDS

October 21 – November 13, 2019

Newly Designed Digital Display Ads

Sneak a peek at
2020 health
insurance options



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plans »


You can get \$\$\$
to lower your
monthly premiums

\$ Save on health insurance today

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savings »

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Digital and Social Advertising Performance

DIGITAL	Impressions	CTR	Advertiser CPC
Digital Total	6,772,534	0.28%	\$6.50

SOCIAL	Impressions	Clicks	CTR	Advertiser CPC (Adv Currency)
Social Total	2,314,280	16,825	0.73%	\$1.39

BROKER/ASSISTER PERFORMANCE

November 1 – November 15, 2019

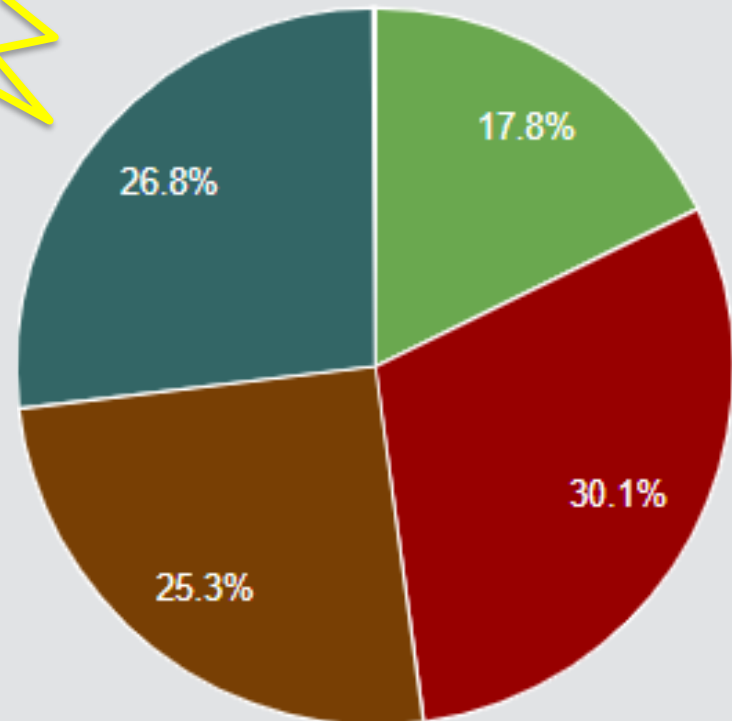
Broker Channel Leads Program

Total Referrals Entered:

2151

Current Status of Referrals:

Open:	1
Pending:	2
Pending Offline:	0
Accepted:	512
Rejected:	0
Not Picked Up:	0
Referral Completed:	868
Delayed:	729
Not a Good Referral:	772



See appendix for status definitions

Assistance Network Activities

Appointments

- 1459 Scheduled
- 1049 Completed
- 410 Future

Enrollment Outcomes

- 804 Qualified Health Plan
- 312 Medicaid
- 69 Child Health Plan +

November 2019 Events

Enrollment Center/Assistance Network Events

November 2019 Events

45 Events Scheduled

- 31 Events Held (Nov 1 – 16)
- 14 Nov Future Events

December 2019 Events

- 37 Events Scheduled

Full List available at

<https://connectforhealthco.com/event/>



What our partners are sharing

- Largely positive comments about the application process
- Concerns about premium confusion for Financially Assisted customers
 - Continue to encourage active shopping
- Reports of many new customers in appointments thus far
 - Chaffee County – Customers that missed last OE made a point to come in early this year

