

Open Enrollment Marketing

October 2020



How we are getting the word out for Open Enrollment

Marketing:

- Digital advertising in English and Spanish
- Social media paid ads start after the election
- Email marketing to our current customers, lapsed customer and those who were just denied Medicaid because they make just too much
- Outreach – new consultant in Denver for Latinx neighborhoods
- Media relations

New this year: Virtual collateral

Virtual collateral for Assisters, Brokers and Enrollment Partners in English and Spanish: <https://bit.ly/C4HCOMaterialsOE8>

GET FINANCIAL HELP
for your health coverage

CONNECT for HEALTH COLORADO

We're here to help you figure out what kind of financial help you might qualify for. People in one household may qualify for different programs. This guide does not guarantee you qualify for financial help. Find out exactly what you qualify for by completing an application.

STEP 1 Figure out how many people are on your federal income tax return with you (this is your family size).

STEP 2 Add up your family's gross monthly income.

STEP 3 Use **Chart A** to see if you qualify for free or low-cost health coverage through Health First Colorado (Colorado's Medicaid program) or the Child Health Plan Plus (CHPP) program.
Apply for these programs, and learn the full qualifications for Medicaid programs, at Colorado.gov/PEAK. If you make **more than** the amount shown for your family size, check if you might qualify for financial help through Connect for Health Colorado.

STEP 4 Estimate your annual adjusted gross income.

STEP 5 Use **Chart B** to see if you might qualify for lower monthly costs (Advance Premium Tax Credits) and health care discounts (Cost-Sharing Reductions) on a private health insurance plan through Connect for Health Colorado.

See if you qualify for help | Speak with an expert

CHART A - MONTHLY INCOME

Family Size	Health First Colorado (For adults 19-64)	Health First Colorado (For children 0-18)	Child Health Plan Plus (For children 0-18)
1	\$0 - 1,415	\$0 - 1,510	\$0 - 2,765
2	\$0 - 1,911	\$0 - 2,041	\$0 - 3,736
3	\$0 - 2,408	\$0 - 2,571	\$0 - 4,706
4	\$0 - 2,904	\$0 - 3,101	\$0 - 5,677
5	\$0 - 3,401	\$0 - 3,631	\$0 - 6,648
6	\$0 - 3,897	\$0 - 4,161	\$0 - 7,618

CHART B - ANNUAL INCOME

Family Size	Lower monthly costs & health care discounts	Lower monthly costs	Do not qualify for financial help*
1	\$16,972 - 31,900	\$31,901 - 51,039	\$51,040 and above
2	\$22,930 - 43,300	\$43,301 - 68,959	\$68,960 and above
3	\$28,889 - 54,300	\$54,301 - 86,879	\$86,880 and above
4	\$34,847 - 65,500	\$65,501 - 104,799	\$104,800 and above
5	\$40,805 - 76,700	\$76,701 - 122,719	\$122,720 and above
6	\$46,764 - 87,900	\$87,901 - 140,639	\$140,640 and above

*You can still buy a plan!

ConnectforHealthCO.com • 855-752-6749

(Print materials are still available in our Online Store free of charge for all Enrollment Partners)