



2021

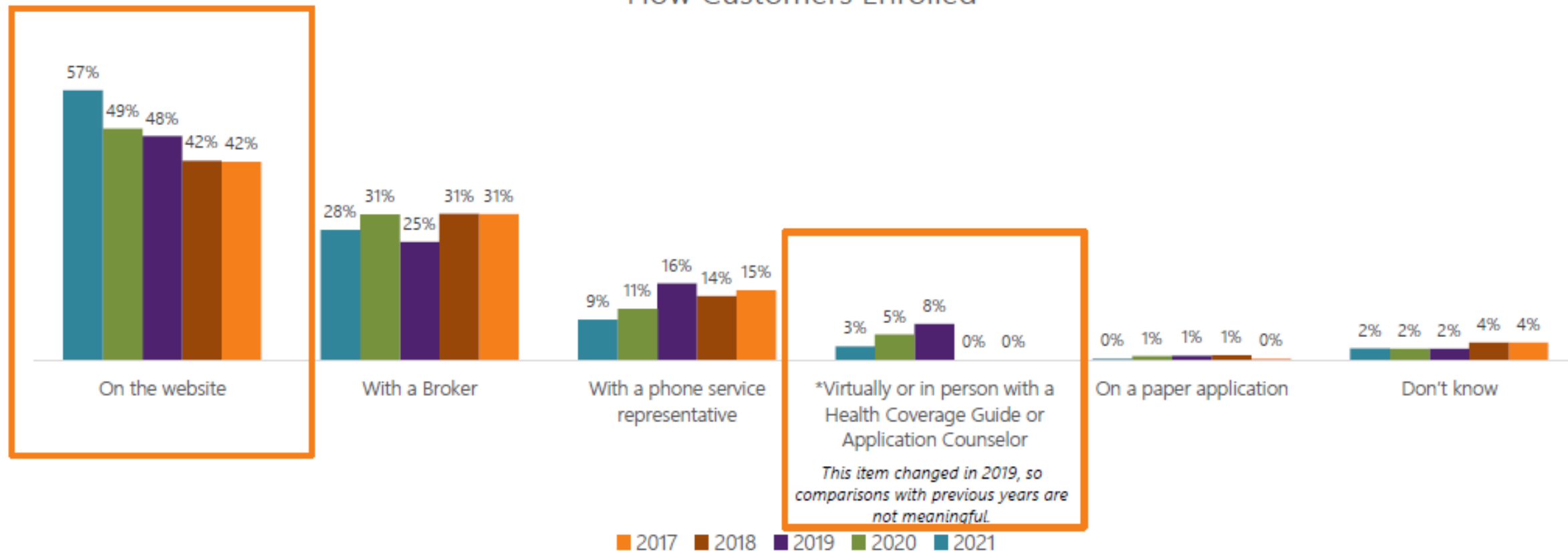
NEW AND RETURNING CUSTOMER SURVEY



COMPARISON WITH PREVIOUS YEARS
ENROLLMENT PROCESS

Customers in 2021 were more likely to enroll via the website and less likely to enroll with a Health Cover Guide or Application Counselor

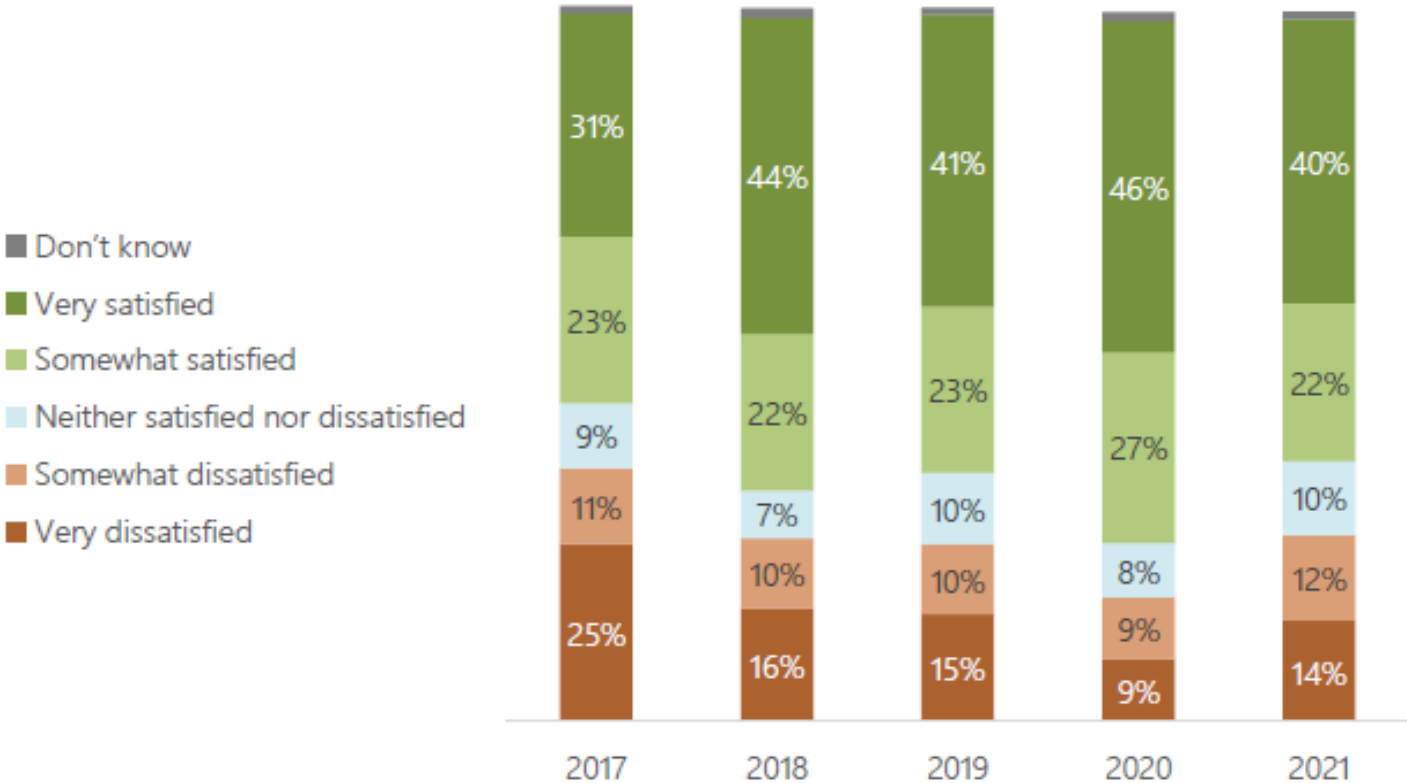
How Customers Enrolled



Customers in 2021 were slightly less satisfied with their enrollment, compared to 2020

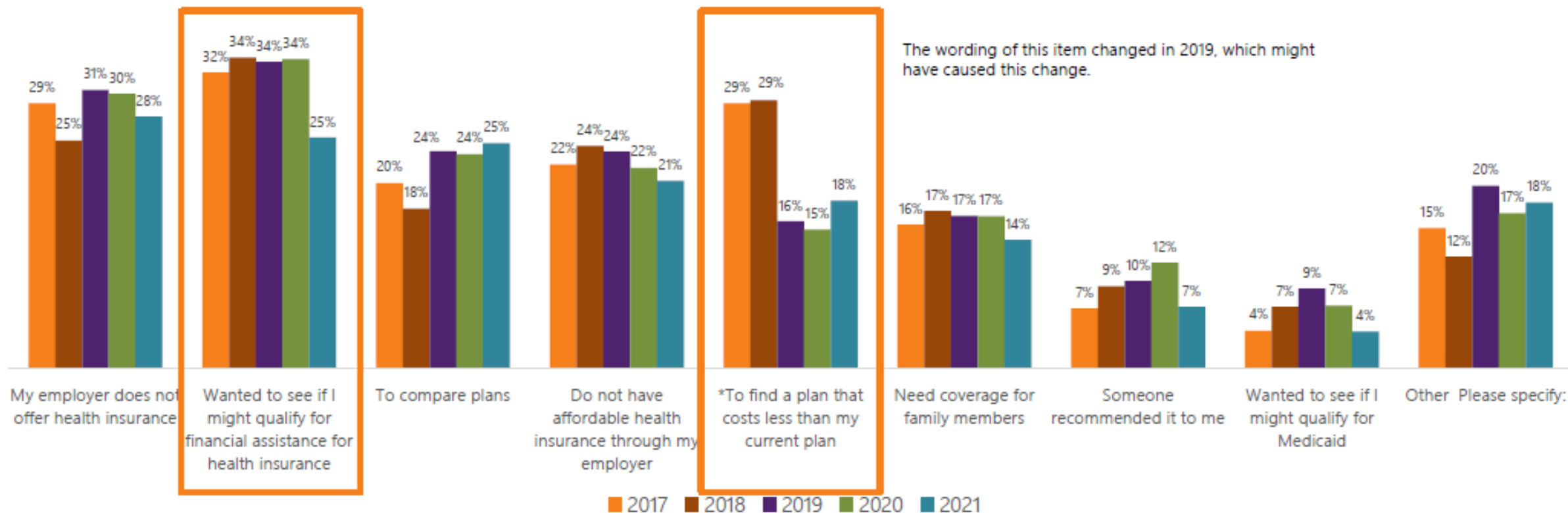
- > Most customers are returning customers, so their opinions have a bigger impact on the overall results.
- > In this case, returning customers in 2021 were more likely than those in 2020 to be very dissatisfied with their enrollment and less likely to be very satisfied.

Satisfaction With Enrollment



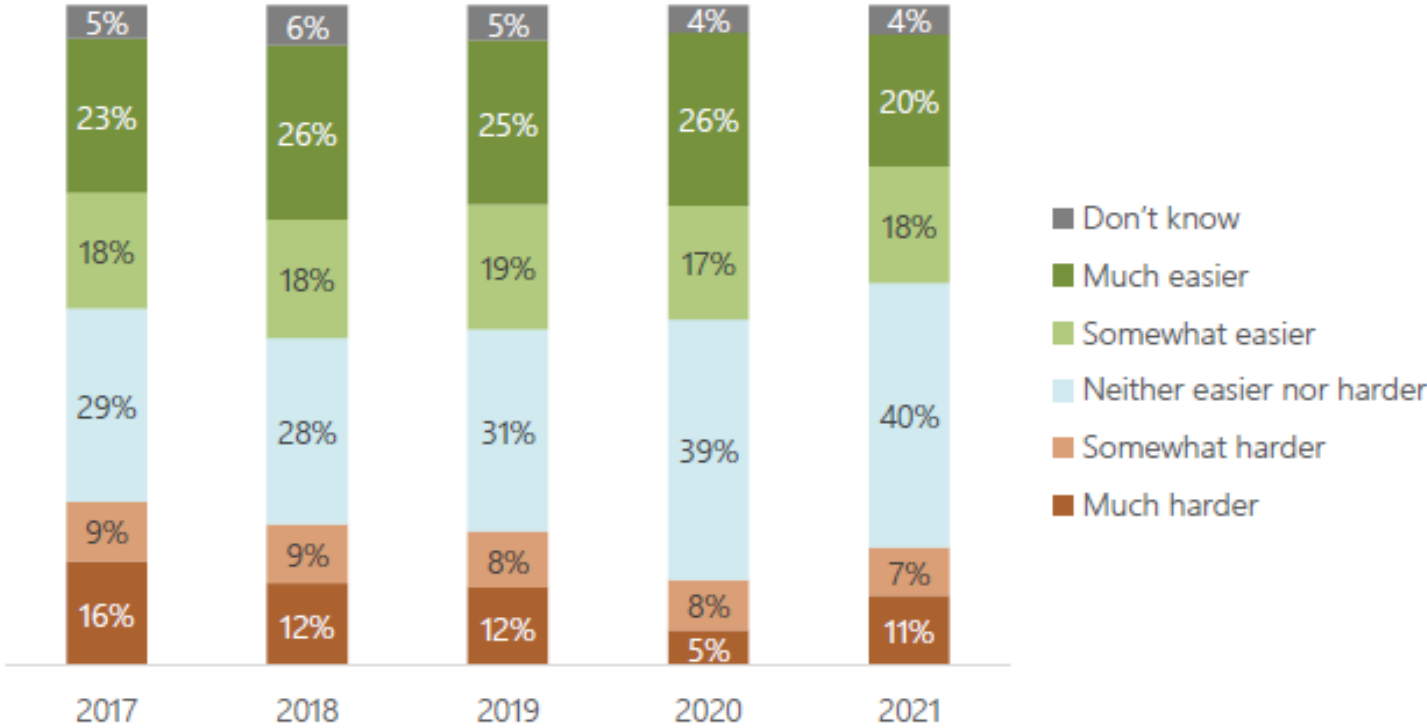
Customers in 2021 were less likely to report using the Marketplace to see if they qualify for financial assistance

Reasons for Using Marketplace



Slightly more returning customers in 2021 found their renewal process harder than their previous enrollment, compared to 2020

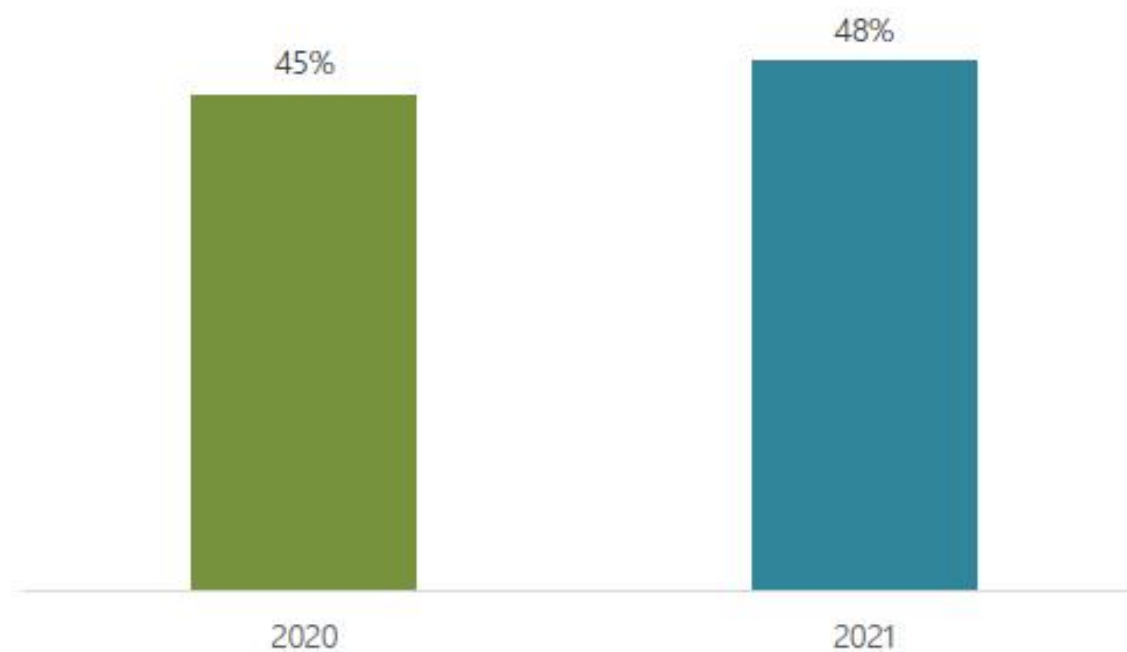
Returning Customers' Comparison of Renewal to Previous Enrollment



Q5. [for returning customers] [modified 2019] How did your health insurance renewal experience compare to your previous enrollment process?

Returning customers in 2021 were as likely to auto-renew, compared to 2020

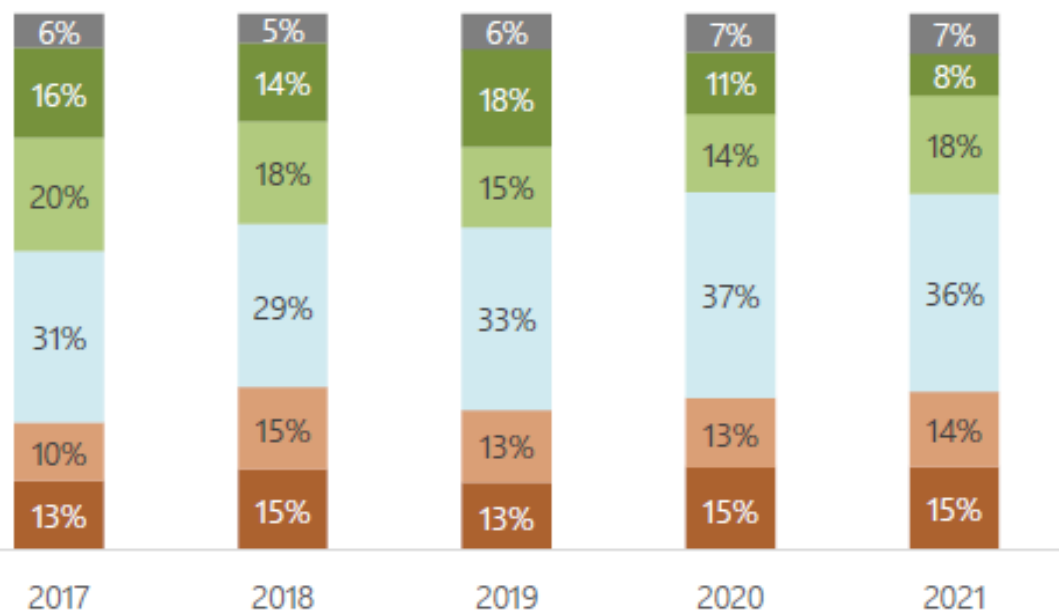
Returning Customers Who Auto-renewed Plan for 2021



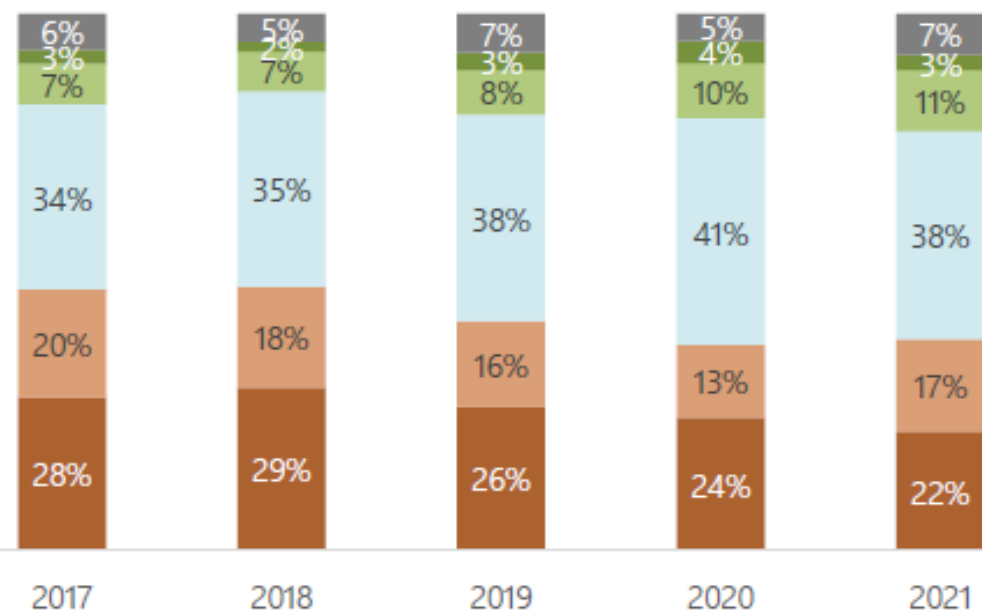
COMPARISON WITH PREVIOUS YEARS
EVALUATING PLANS

Just as in 2020, customers in 2021 were less likely to report that there were too few plans compared to previous years

There were too few plans



There were too many plans



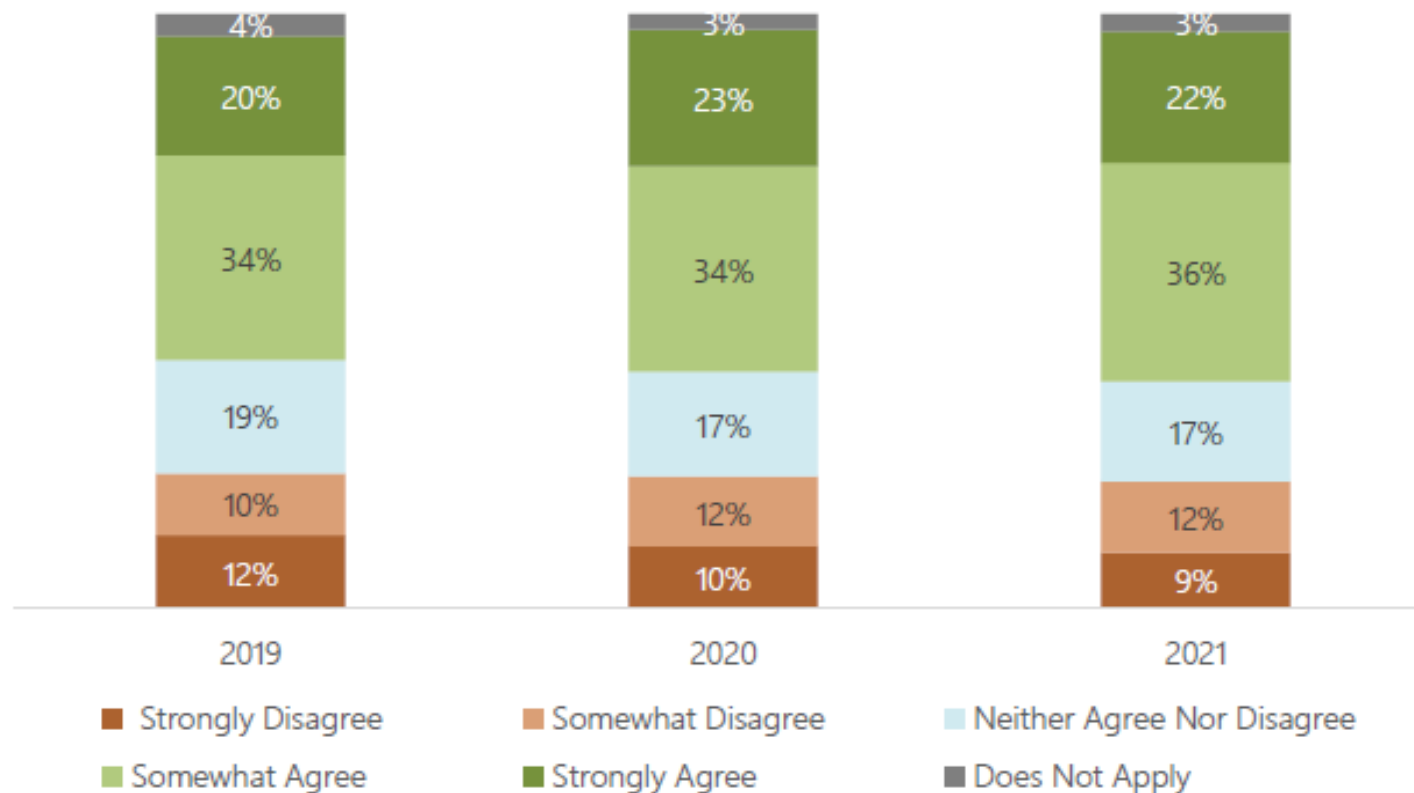
■ Strongly Disagree ■ Somewhat Disagree
■ Neither Agree nor Disagree ■ Somewhat Agree
■ Strongly Agree ■ Does not apply

■ Strongly Disagree ■ Somewhat Disagree
■ Neither Agree nor Disagree ■ Somewhat Agree
■ Strongly Agree ■ Does Not Apply

Q12. [modified 2019] Please rate how much you agree or disagree with the following statements about your Connect for Health Colorado enrollment experience. [Randomize]

As in past years, most customers in 2021 felt that the plans covered the benefits they expected

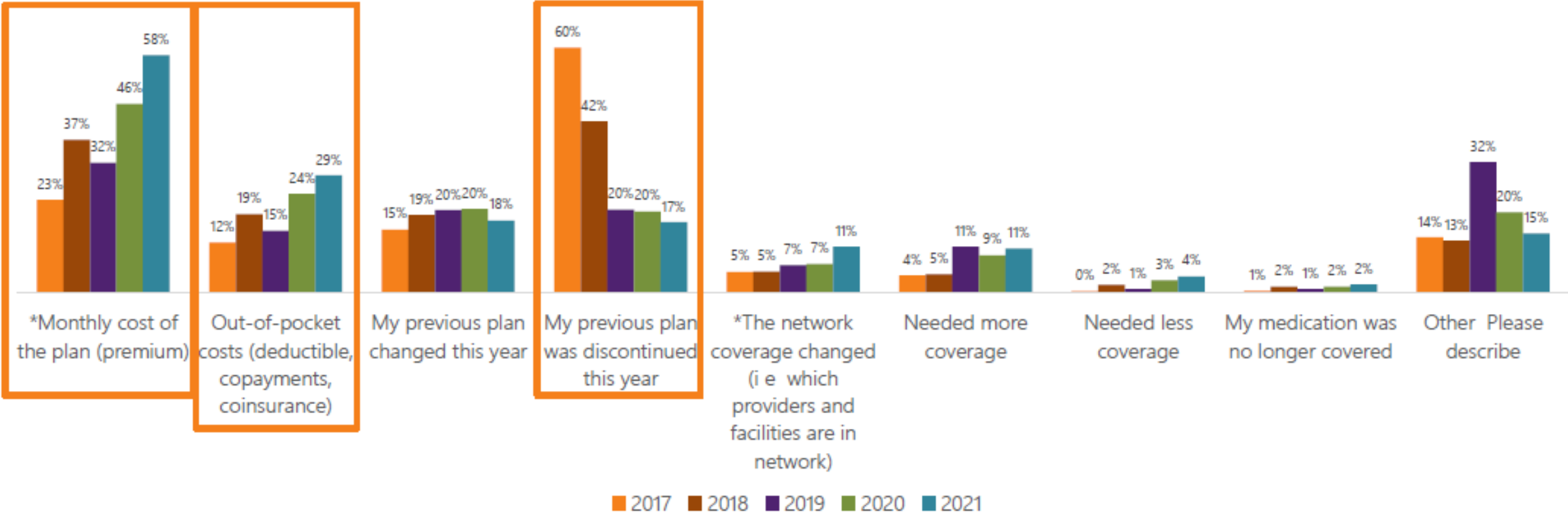
The plans covered the benefits I expected



Q12. [modified 2019] Please rate how much you agree or disagree with the following statements about your Connect for Health Colorado enrollment experience. [Randomize]

Rising costs continue to grow as reasons for changing plans, as plan discontinuation becomes less of a reason for changing plans

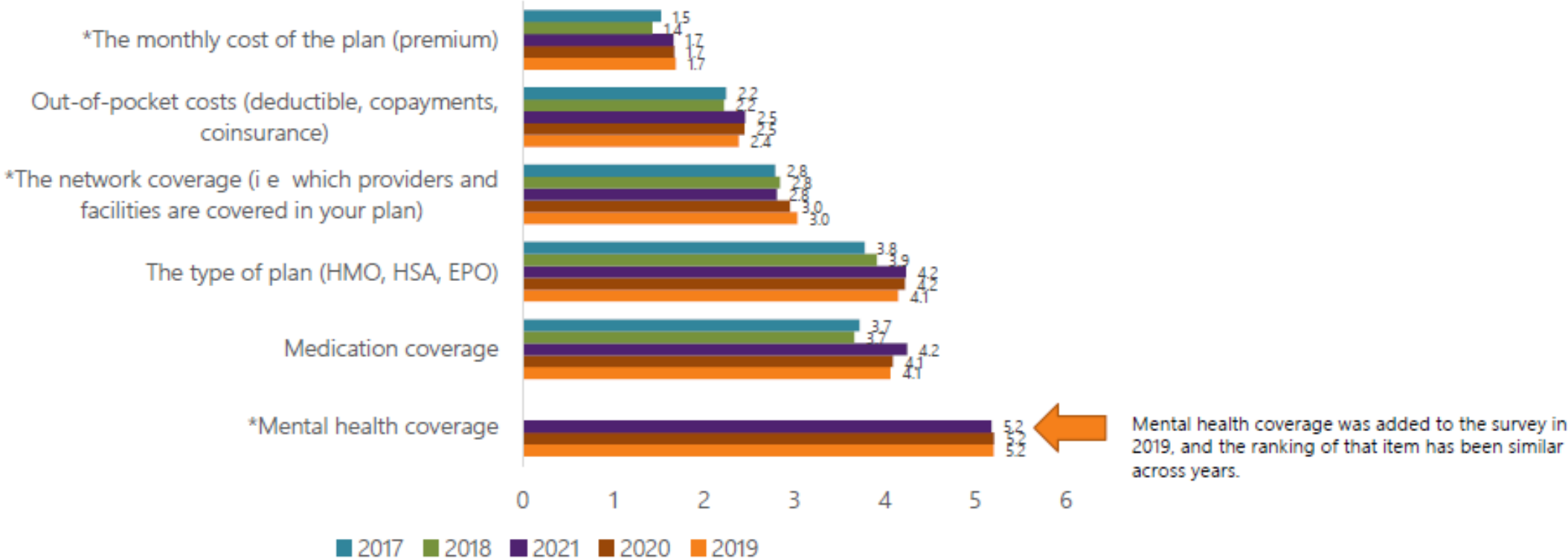
Returning Customers' Reasons for Changing Plans in 2021



Q16. [if current customer and switched plan] [modified 2019] Are any of the following reasons why you changed to a different health insurance plan this year? Please check all that apply. [Randomize]

Cost continues to be the most important factor when choosing a health insurance plan in 2021

Importance Ranking of Factors When Choosing a Health Insurance Plan
(1=most important)

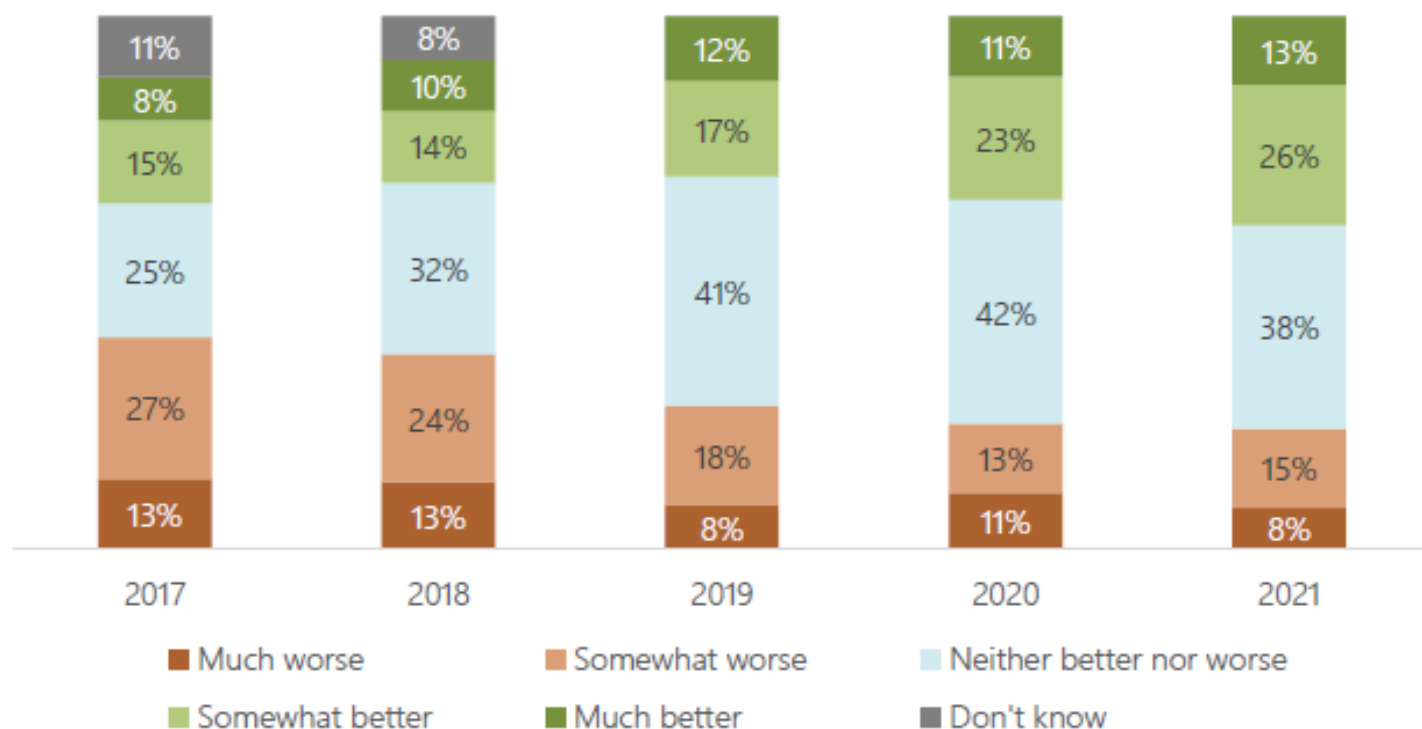


Mental health coverage was added to the survey in 2019, and the ranking of that item has been similar across years.

Q14. [modified 2019] Please rank how important the following were when selecting your health insurance plan, where 1=the most important factor when selecting health insurance, 2=the second most important factor, etc.

Returning customers who changed their plan in 2021 were as likely to rate it as better, compared to 2020

Returning Customers' Comparison of New Plan to Previous Plan

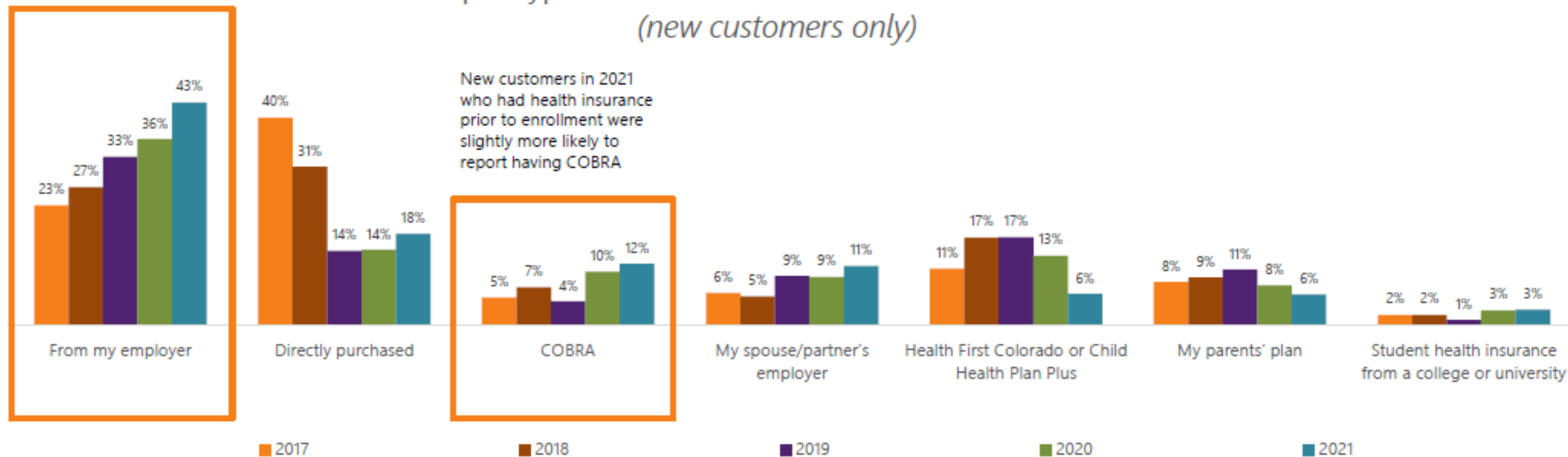


> In 2019, the “Don’t know” option was removed. Thus, comparisons to results prior to 2019 are not as meaningful.

Q19. [for returning customers who switched plans] [modified 2019]
Compared to the plan you had last year, would you say your current plan is...?

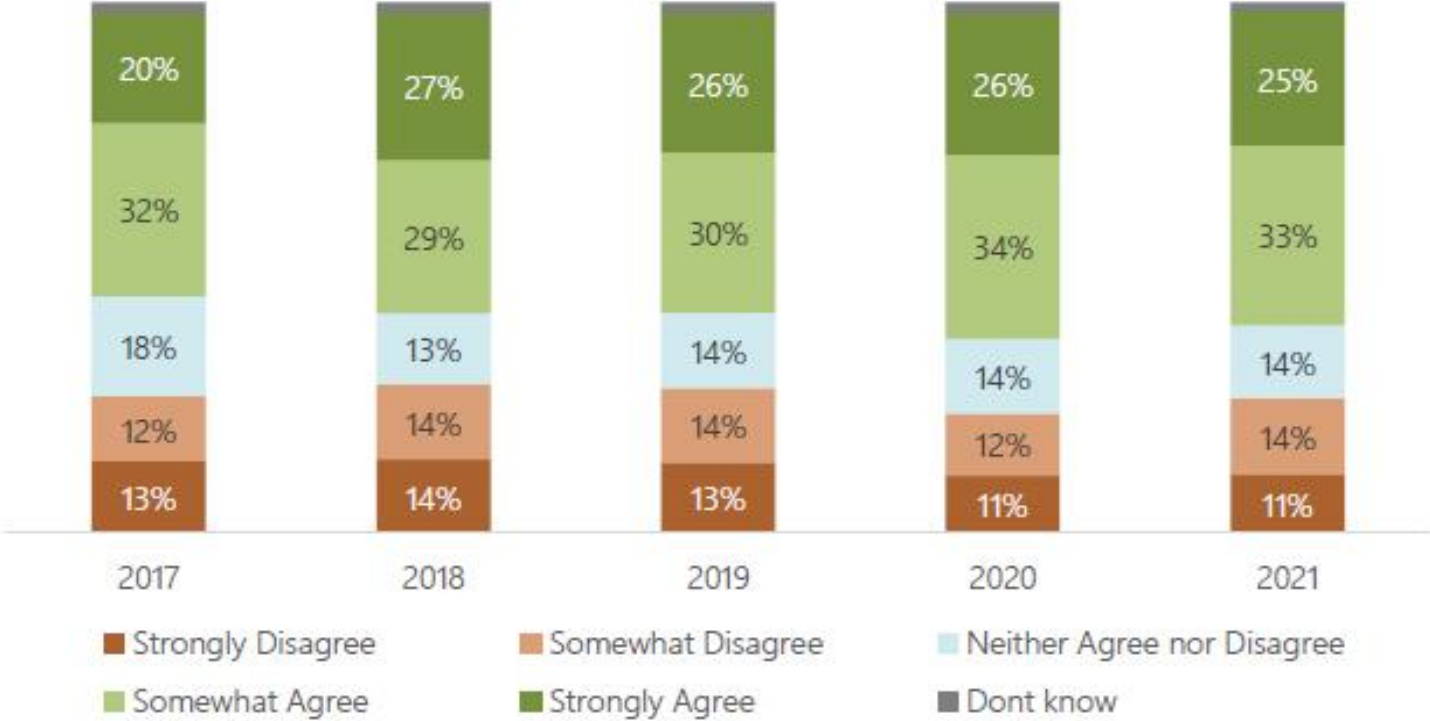
New customers in 2021 who had health insurance prior to enrollment were more likely to report having insurance from an employer

Top 7 Types of Health Insurance Prior to Enrollment
(new customers only)



Returning customers in 2021 were as satisfied with the plan that they enrolled in as those in 2020

I am satisfied with the health insurance plan that I enrolled in



Q17. Please rate how much you agree or disagree with the following statements. [Randomize]