

American Rescue Plan: Marketing and Outreach

Board Advisory Group, June 30, 2021



Website





- We updated 16 pages on the website with new information about the savings
- Created new eye-catching graphics letting customers know how much they can save. These graphics are used on social media as well as email marketing, so customers see consistent imagery throughout all our marketing campaigns
- The 'Get Financial Help' page had a 433% increase in traffic the week after we updated the website

Most Coloradans can get health insurance through Connect for Health Colorado. Let us help you get covered with a qualified health plan.

Savings are here for Coloradans


Check out the examples below and use the quick cost calculator to find out what your new monthly payment could be.

[See your savings](#)

 <p>Single, 25 years old Denver County \$25,000 annual income</p> <p>Monthly premium prior to the ARP: \$154 (\$1,848/year)</p> <p>Monthly premium under the ARP: \$61 (\$732/year)*</p> <p>Total savings = \$93/mo; \$1,116/yr</p>	 <p>Single, 35 years old Eagle County \$45,000 annual income</p> <p>Monthly premium prior to the ARP: \$436 (\$5,232/year)</p> <p>Monthly premium under the ARP: \$342 (\$4,104/year)*</p> <p>Total savings = \$94/mo; \$1,128/yr</p>	 <p>Single, 45 years old Washington County \$35,000 annual income</p> <p>Monthly premium prior to the ARP: \$277 (\$3,324/year)</p> <p>Monthly premium under the ARP: \$158 (\$1,896/year)*</p> <p>Total savings = \$119/mo; \$1,428/yr</p>	 <p>Single, 35 years old El Paso County <i>Receiving unemployment benefits</i></p> <p>Monthly premium prior to the ARP: \$305 (\$3,660/year)</p> <p>Monthly premium under the ARP: \$0 (\$0/year)*</p> <p>Total savings = \$305; \$3,660/year</p>
---	---	---	--

Returning Customers

Home > Get Started > Returning Customers

 Three out of four customers can now find a plan for **\$25 or less per month** with financial help

More savings available to Coloradans than ever before

Save **33%**
Average monthly savings for customers who didn't qualify in the past

Save **52% more**
Average additional monthly savings for customers who already get financial help

Plans as low as **\$0 per month**
if you received unemployment benefits in 2021

Quick links to find answers:

- Health Insurance 101
- Insurance Costs Explained
- Health Plan Categories
- Get Financial Help

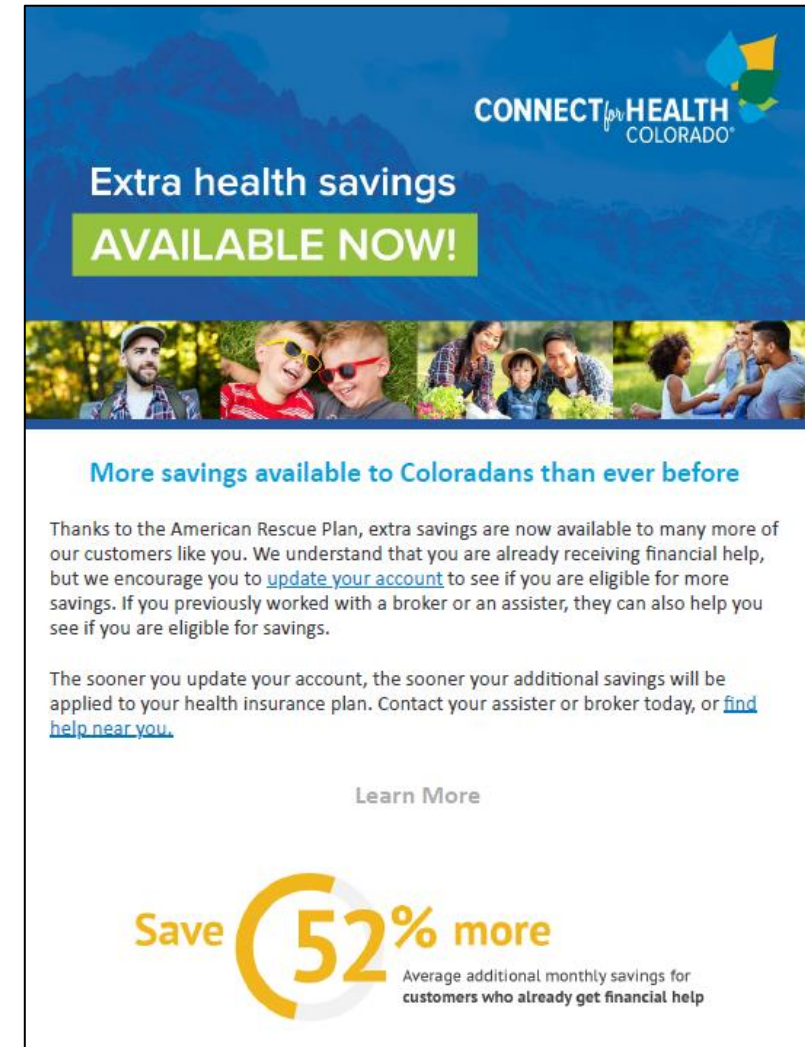
Pre-existing conditions

It's important to know that all health and dental insurance plans through Connect for Health Colorado include free preventive services (called essential health benefits) and coverage for preexisting conditions.

Health Services Covered

Email Marketing

- Campaign kicked off May 17
- 9 emails to each group between May 17-August 15, so 45 emails total
- Average open rates of the emails we've sent range from 30-46%
- Audience breakdown
 - Current customers who are financially assisted
 - Current customers who are non-financially assisted
 - People who applied for Medicaid but were deemed not eligible
 - Customers who had coverage with us in PY2020 but didn't submit for PY2021
 - Customers who submitted for PY2021 but never completed the process to effectuate



The image shows a promotional email banner for Connect for Health Colorado. The top section features a blue background with a mountain range and the organization's logo. Below this, a green banner reads 'Extra health savings AVAILABLE NOW!'. A horizontal strip of photos shows diverse people. The main text area has a white background with blue and green accents. It includes a headline, a paragraph of text with links, a 'Learn More' button, and a large graphic showing 'Save 52% more' with a circular arrow around the percentage. Below the graphic is a small line of text: 'Average additional monthly savings for customers who already get financial help'.

CONNECT for HEALTH COLORADO®

Extra health savings
AVAILABLE NOW!

More savings available to Coloradans than ever before

Thanks to the American Rescue Plan, extra savings are now available to many more of our customers like you. We understand that you are already receiving financial help, but we encourage you to [update your account](#) to see if you are eligible for more savings. If you previously worked with a broker or an assister, they can also help you see if you are eligible for savings.

The sooner you update your account, the sooner your additional savings will be applied to your health insurance plan. Contact your assister or broker today, or [find help near you](#).

[Learn More](#)

Save **52% more**
Average additional monthly savings for customers who already get financial help

Social Media

- Social media goals during ARP: creating posts that let people know that they likely qualify for more savings; lead people to the website & QCPF; pushing customers to enrollment assistance



Spreading the Word: Earned Media

- Issuing monthly press releases in English & Spanish
- **Media wins:**
 - Denverite reporter Kevin Beaty interviewed customers who received unemployment benefits and who qualified for \$0 plans
 - El Semanario article focusing on increased savings and enrollment assistance



Denverite

NEWS

News Things to Do Homes & Cranes

Did you file for unemployment in Colorado this year? You may be eligible for free health insurance.

“I’ve been avoiding health stuff for so long, but now I’m just taking full advantage of it. It took a pandemic.”

Read the Denverite article [here](#)



La Inscripción Abierta va Hasta el 15 de Agosto

COLORADO

Más de 17,282 Coloradenses se han inscrito en un plan de seguro médico desde el 8 de febrero, cuando Connect for Health Colorado abrió el periodo de inscripción de nuevo. De hecho, más que 7,500 personas se han inscrito en el último mes. Ese aumento en

“Estamos aquí para brindar alivio a las familias que están descubriendo sus opciones de seguro médico en un momento en que la necesidad de cobertura nunca ha sido mayor”.

Kevin Patterson, Connect for Health Colorado

Vea [Inscripción](#), página 24

Read the El Semanario article [here](#)

Stakeholder Engagement

- Our approach was to communicate early and often with:
- Assisters, Brokers, Issuers, Advocates, DOI, HCPF, Counties, State Legislators and the Governor's Office, CDLE, Community Partners.
- Each of these stakeholders also helped us get the word out using our online toolkit.

Online Toolkit

- Call to Action: Please share out this online toolkit, which includes newsletter copy, brochures and social media content in English and Spanish - <http://c4h.co/ARPToolkit>



CONNECT for HEALTH COLORADO

MORE SAVINGS FOR MORE PEOPLE THAN EVER BEFORE

More financial help for health insurance is here

Connect for Health Colorado is the official health insurance marketplace:

- ✔ We are the only place you can apply for financial help to lower the monthly cost of health insurance.
- ✔ Coloradans who don't qualify for Health First Colorado (Colorado's Medicaid program) and don't have health insurance through their job can qualify for financial help
- ✔ You can get free enrollment assistance from our statewide network of certified experts

Get help

Due to the American Rescue Plan, there is:

- ✔ More financial help available than ever before
- ✔ Coloradans of all income ranges can qualify for reduced premiums
- ✔ Coloradans who received Unemployment Benefits in 2021 can qualify for a \$0 health insurance plan that lasts for the rest of the year

Average Savings **49%**

Browse plans

Don't risk going uninsured. Health insurance protects your health and your finances.

ConnectforHealthCO.com



CONNECT for HEALTH COLORADO

AYUDA PARA UN SEGURO DE SALUD

Encuentre ayuda desde el momento de inscribirse... hasta el momento de ahorrar dinero en los costos mensuales y la atención médica.

En Connect for Health Colorado®, nuestra misión es aumentar el acceso, la accesibilidad y las opciones para los individuos, las familias y las empresas pequeñas que adquieren un seguro de salud en Colorado.

facebook.com/ConnectforHealthCO twitter.com/C4HCO instagram.com/C4HCO

ConnectforHealthCO.com/es

Outreach

- Our outreach efforts thus far have been statewide, and to a variety of stakeholder groups and potential customers, such as to the service industry, the event industry, and key audiences in the LGBTQ, Black and Latinx populations.

WINS:

Colorado Department of Labor and Employment: Two emails sent to all unemployment beneficiaries via CDLE's weekly claimant email (one in April one in May)

Small Business/Chambers: Boulder County Chamber, South West Chamber of Commerce, Grand Junction Chamber of Commerce, Colorado Women's Chamber of Commerce, Colorado Black Chamber of Commerce

Restaurant Groups: Newsletters entries and social media posts with The Colorado Restaurant Association; Denver area restaurant groups such as Edible Beats



In-person Outreach is back!

Discussion

- What's working well in your ARP outreach efforts?
- What have you been hearing from customers?
- What challenges have you encountered communicating with customers about these changes?