

Open Enrollment Readiness

Marketing Department





Marketing & Outreach

Marketing tactics for OE


- Earned Media
- Updated collateral – print packages and a virtual toolkit
- Emails to current and potential customers
- Social media – Facebook, Instagram, Twitter
- Paid Media



Paid Advertising Examples



NEW SAVINGS FOR HEALTH PLANS ARE HERE



NUEVOS AHORROS PARA PLANES DE SALUD ESTÁN DISPONIBLES



¡Ahorros adicionales para la salud ya están disponibles!

Inscríbete antes del 15 de agosto

¡Te tenemos protegido!

Gracias a una nueva ley federal, más residentes de Colorado califican para ahorros en seguro médico, incluso aquellos que no eran elegibles en el pasado.

Con Connect for Health Colorado, el mercado oficial de seguros médicos, ahora es más asequible que nunca cubrirte.

¡Puedes calificar para planes por \$25 o menos!

Permítenos ayudarte a encontrar el plan de salud adecuado para las necesidades y el presupuesto de tu familia. Comunícate con un representante de Connect for Health Colorado para obtener la mejor cobertura médica. También puedes encontrar ayuda virtual y telefónica durante el proceso de inscripción.



Tres de cada cuatro clientes ahora pueden encontrar un plan por **\$25 mensuales o menos** con la ayuda financiera

La inscripción está abierta hasta al menos el 15 de agosto, pero entre más pronto completes tu solicitud, más pronto iniciará tu cobertura.

Obtén más información sobre la ayuda financiera

[Clic aquí](#)



Find health insurance now

 **Shop by Aug 15**



Get started »



Now save 49% more

with financial help

Shop health plans by Aug 15



See your savings »



Health plans now \$25/mo or less

3 of 4 customers qualify!



See your savings »

Community Outreach Strategy



Community Partnerships

Ex: Servicios & Department of Labor

Memberships

Ex: Chambers of Commerce & Restaurant Associations

Sponsorships

Health Resource Fairs, Legislative Events, Vaccine Clinics, Business Resource Fairs, Community Events

Tabling & Community Events

Ex: State Fair, Pride, Resource Fairs

Presentations to the community

Ex: Make a Wish Foundation, County DHS offices, Colorado Bartender Guild, Senior Living Communities (55+), & Early Childhood Education Association





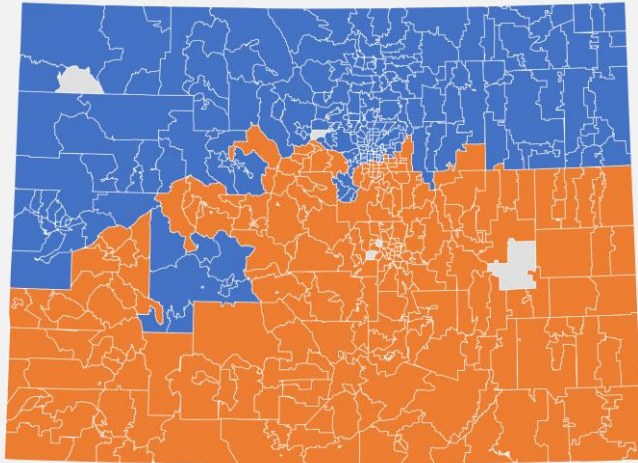
Broker & Assistance Network

ConnectforHealthCO.com



Broker & Assistance Network Support

Broker Team



Rebecca Hernandez: Broker Account Manager for Northern Colorado



Ann Eisenhart: Broker Account Manager for Southern Colorado

Assistance Network



Alicia Plantz: Outreach & Enrollment Support, Western Slope



Ashley Blevins: Enrollment & Enablement Program Manager

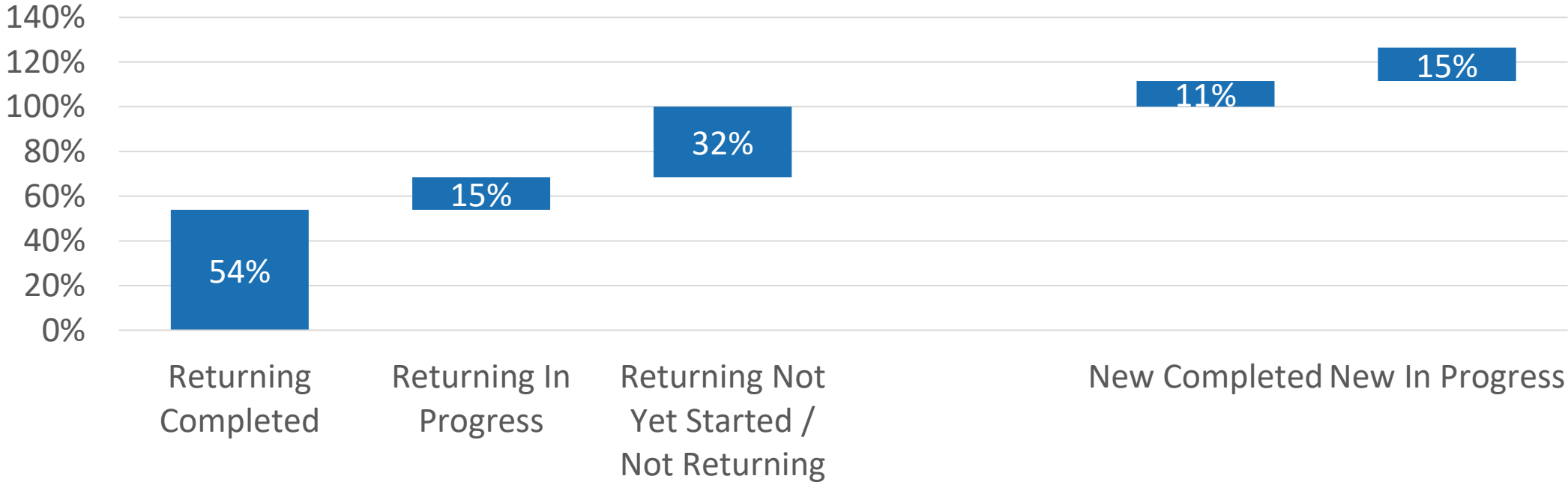
Heather Taber: Enrollment Center, Broker & Assister Support

Vacant for Backfill: Assistance Network Program Manager

Training & Certification

Annual Certification Training for Plan Year 2022 opened Sep. 1. Returning Brokers and Assistors are requested to complete training by Oct. 15. Certification is open to new users year-round.

Broker Certification Progress relative to PY2021, as of Oct. 5, 2021



Assisters tend to hire more seasonal staff with training, certification ramping up through October.



System Updates for Brokers and Assisters

Assistance Network Portal

- Newly Constructed
- Will facilitate staff onboarding
- Will simplify client tracking
- Rolling release schedule

Broker Portal

- Focus on essential functionality
- System stability for OE
- Exploring enhancement ideas for 2023

Support Structure through Open Enrollment

Consistent with previous years, Brokers and Assisters are encouraged to join weekly network calls through Open Enrollment.

C4HCO will share documented issues, workarounds and resolution timing. Brokers and Assisters are encouraged to bring wins, challenges and questions for staff and peer review.

- “Broker Office Hours”: Wednesdays, 1:00-2:00 p.m.
- “Assister Program Updates”: Tuesdays, 1:00-2:00 p.m. & Thursdays, 10:00-11:00 a.m.

BrokerTeam@c4hco.com and AssistanceNetwork@c4hco.com inboxes are both staffed by multiple team members and are the best resources for issue resolution.