

# Health Insurance Affordability Enterprise

Establishing our 2022 Outreach Plan and Success Criteria for Phase 2

Board presentation – January 10, 2022



# Introductions

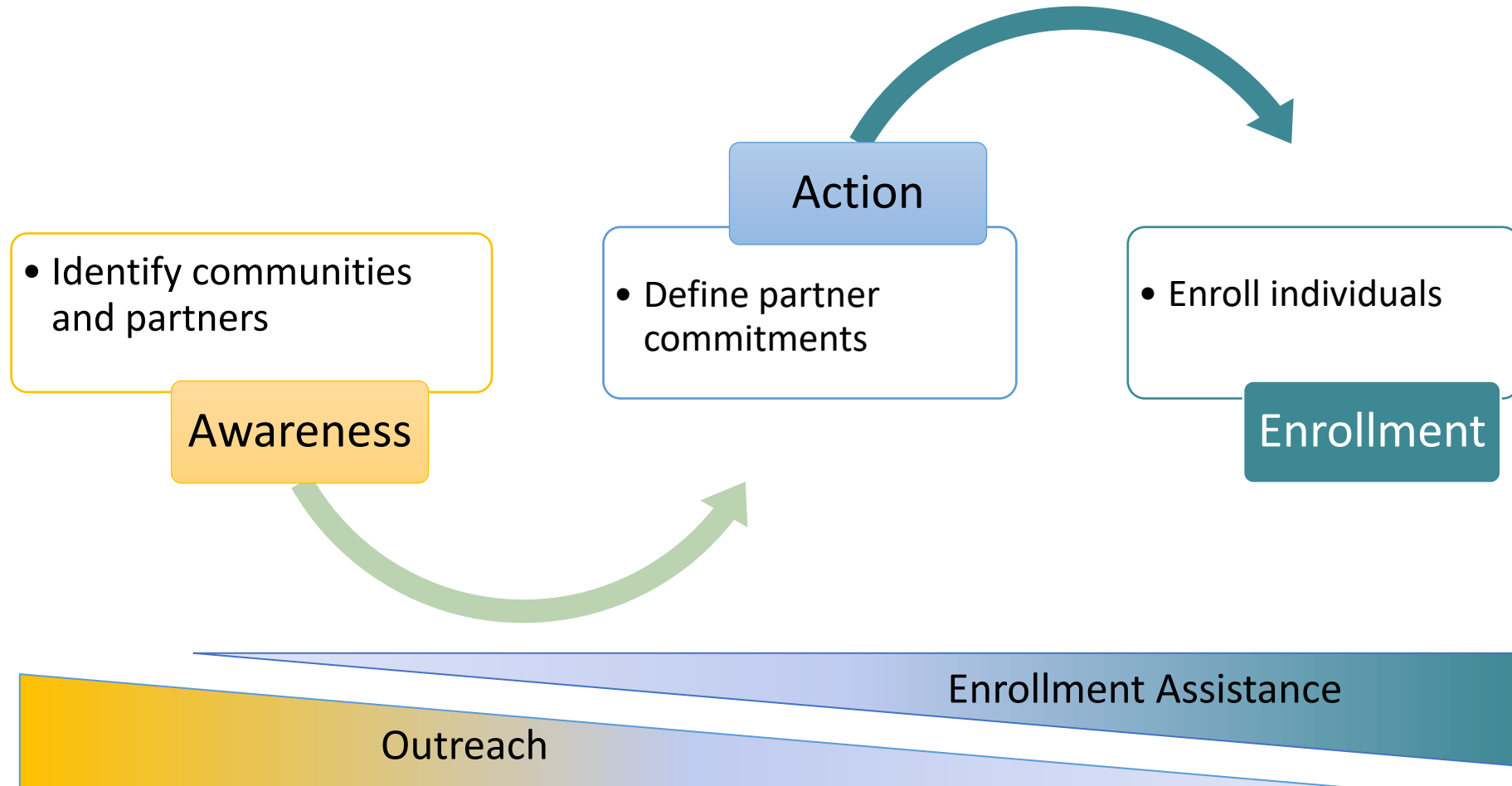


## **Ezra Watland**

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# HIAE 2022 (Phase 2) Outreach Strategy

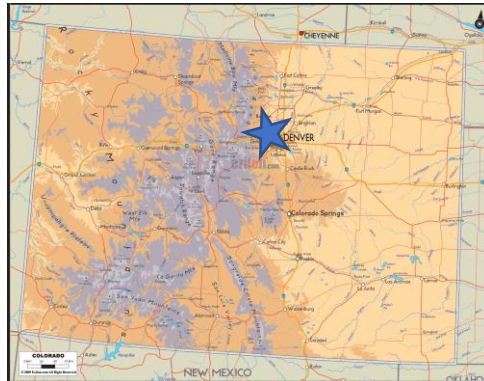




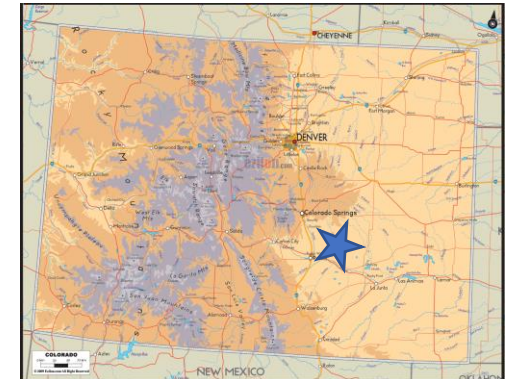
# The Outreach Team



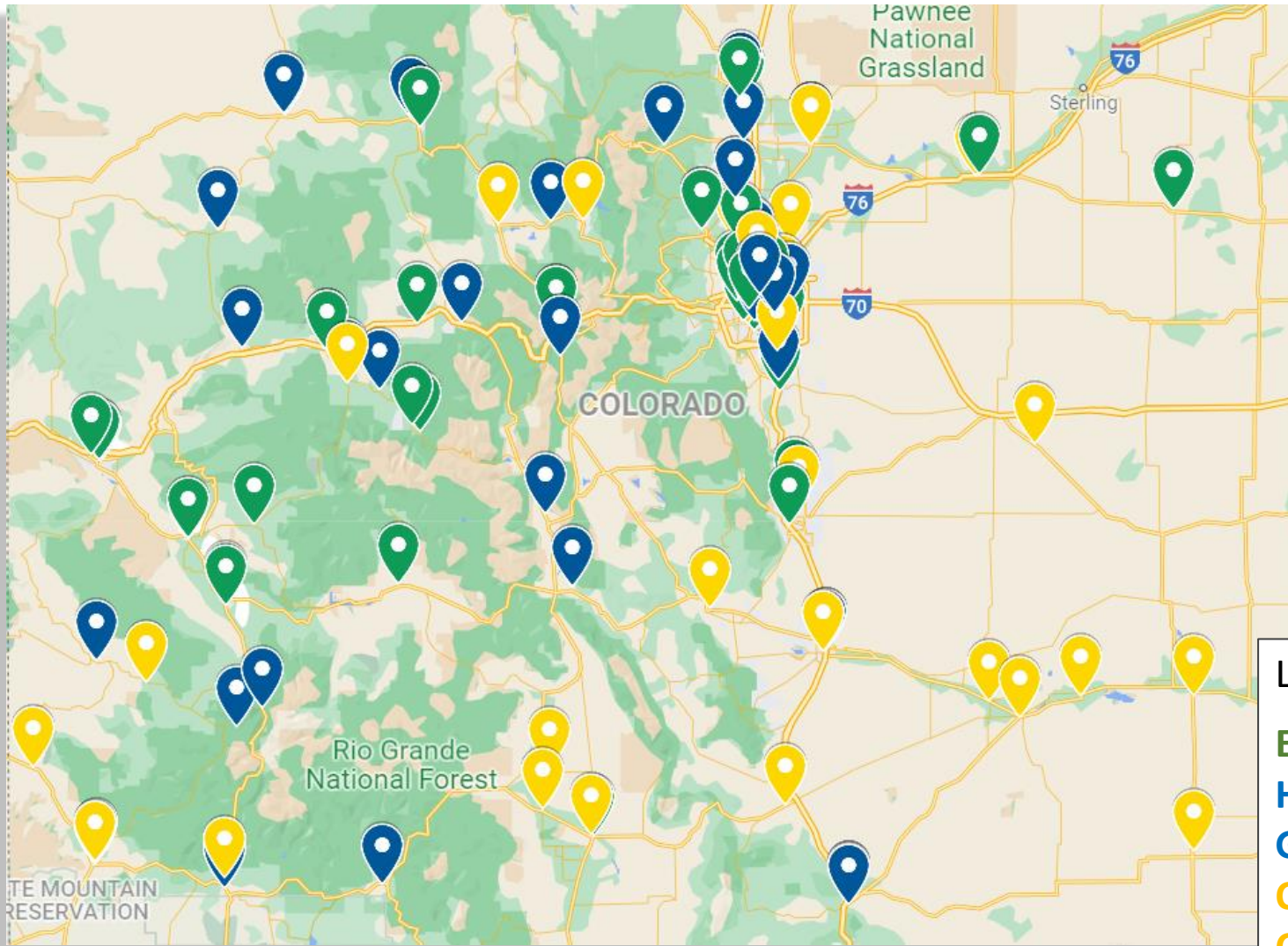
Jessica Smith



Maria Adams



# Enrollment Assistance



**Broker-supported Enrollments:**

➤ Up 23% YoY

**Assister-supported Enrollments:**

➤ Up 8% YoY

Legend:

Enrollment Centers

Health Coverage

Guides

Certified Application

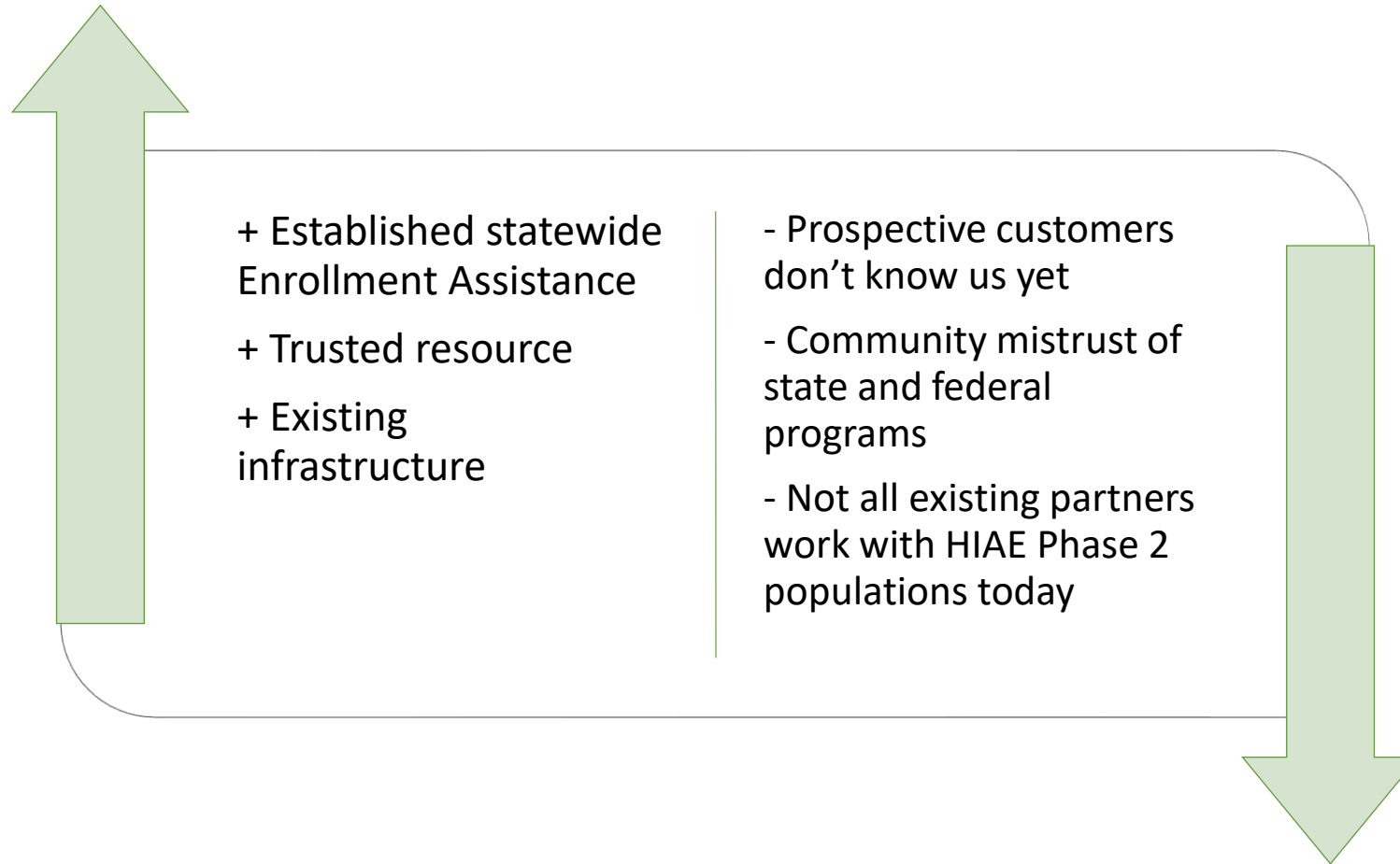
Counselors

# Topline Goals: 2022 HIAE Outreach Plan

- Leverage existing relationships and expand community partnerships to reach Coloradans who are undocumented or fall into the “Family Glitch.”
- Help these Coloradans develop trust, increase their health insurance literacy, enroll and use their health coverage.
- Maximize Health Insurance Affordability Enterprise funding to meet enrollment targets and other objectives.



# Headwinds and Tailwinds



# HIAE 2022 (“Phase Two”) Outreach Strategy

“HIAE is coming”

“Let’s plan for action”

“Let’s get enrolled”

| Objective Description  | Timing | Success Measures   | How Our Partners Support Our Work   |
|--|--------|--|---|
| <p><b>Awareness:</b><br/> <i>Scoping the landscape for Qualified Individual Communities and identifying potential partners</i></p> | Spring | <ul style="list-style-type: none"> <li>• New community partners</li> <li>• Community partners understand the program</li> <li>• Materials and messaging developed</li> </ul> | <ul style="list-style-type: none"> <li>• Expand our reach through your established networks</li> <li>• Share best practices and expertise</li> <li>• Respond to stakeholder preparedness questionnaire</li> </ul> |
| <p><b>Action:</b><br/> <i>Sharing policy details and defining partnership commitments</i></p>                                      | Summer | <ul style="list-style-type: none"> <li>• Signs of interest from partners; requests for materials and information</li> </ul>  | <ul style="list-style-type: none"> <li>• Commit to support: Referrals, Materials, Education, Shared Events, etc</li> </ul>  |
| <p><i>Enrolling Qualified Individuals!</i></p>   | Fall   | <ul style="list-style-type: none"> <li>• Outreach tactics are working</li> <li>• Partners remain engaged</li> <li>• People are enrolled!</li> </ul>                          | <ul style="list-style-type: none"> <li>• Stay engaged, uphold commitments</li> </ul>  |





# Thank You!

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