

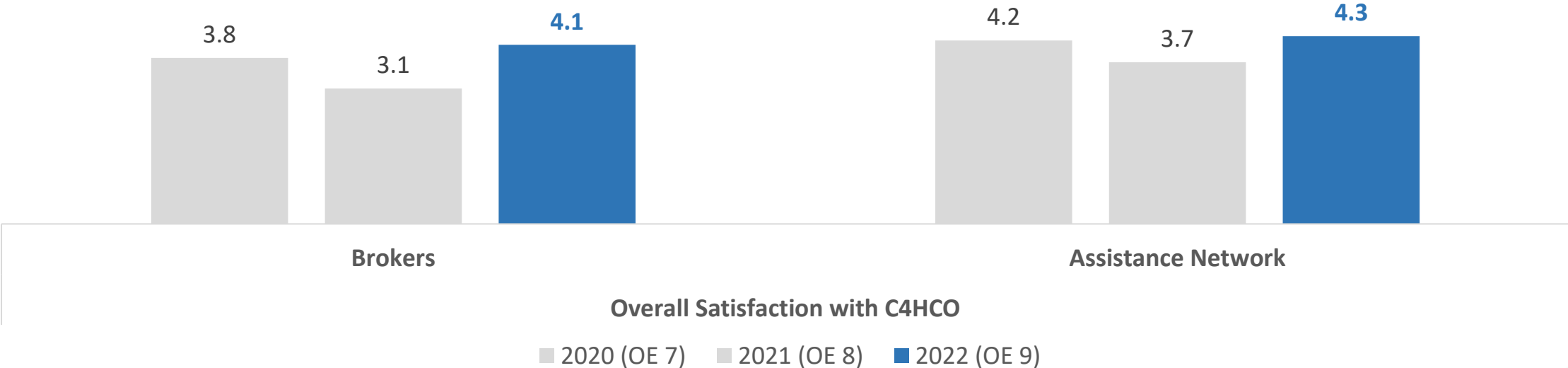
Open Enrollment 9 Closeout Survey Results: Broker & Assistance Network

Connect for Health Colorado Board Meeting
May 9, 2022

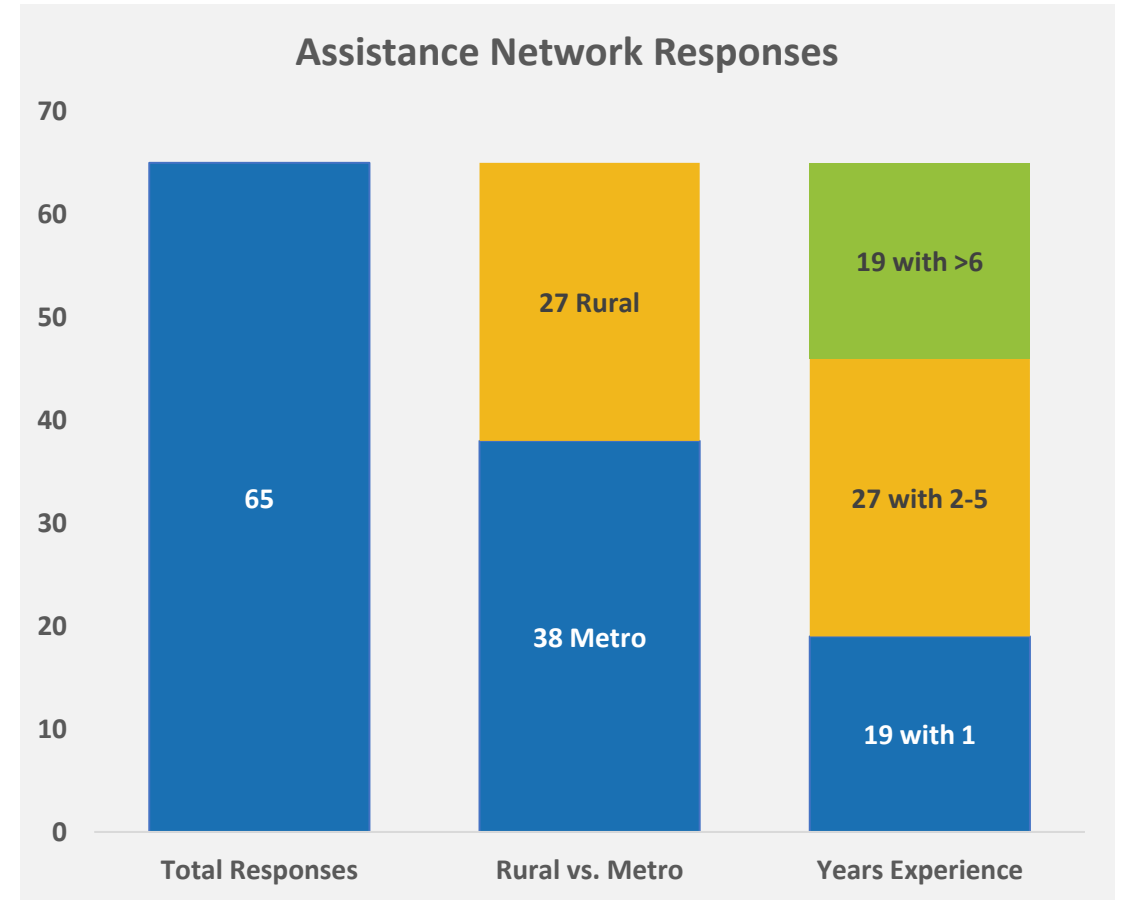
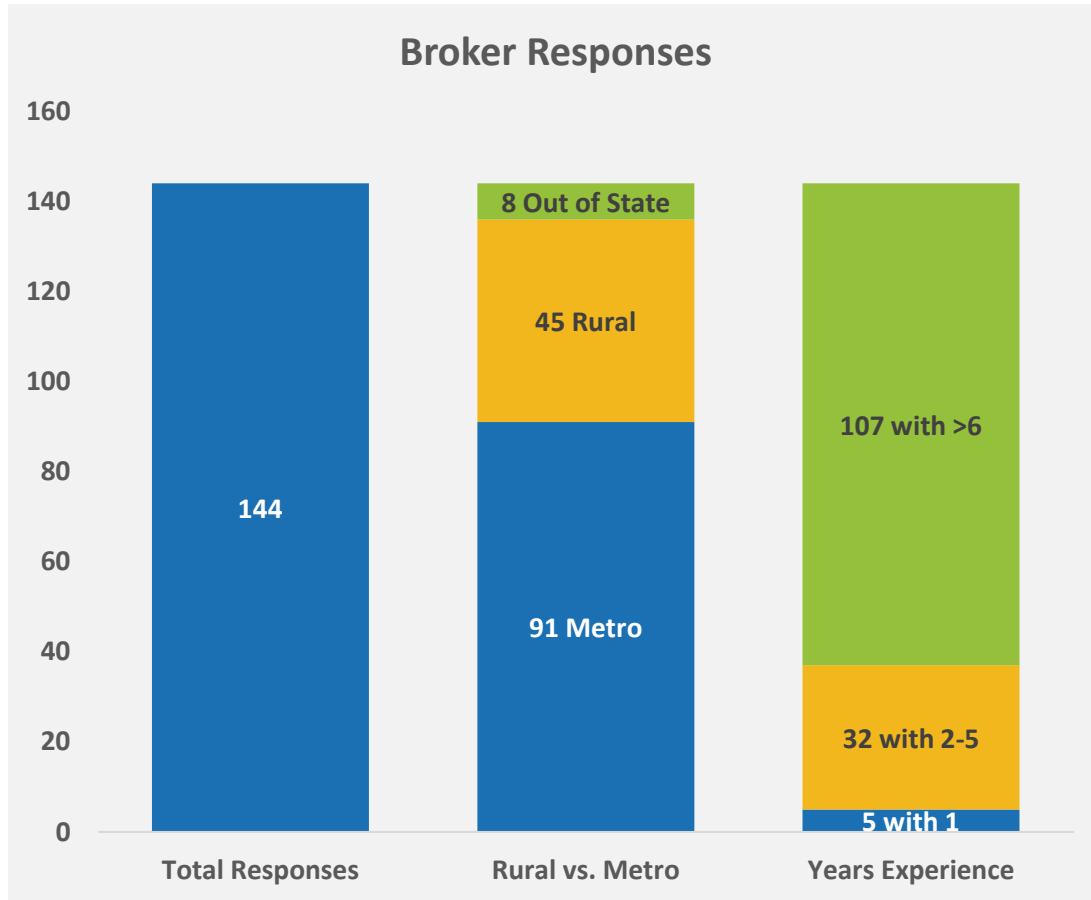


Executive Summary

Between OE8 and OE9, Connect for Health Colorado stabilized our platforms, advanced relationship development, and improved feedback channels with Brokers and Assisters. Results from our Close of Open Enrollment surveys demonstrated the outcomes of these efforts.

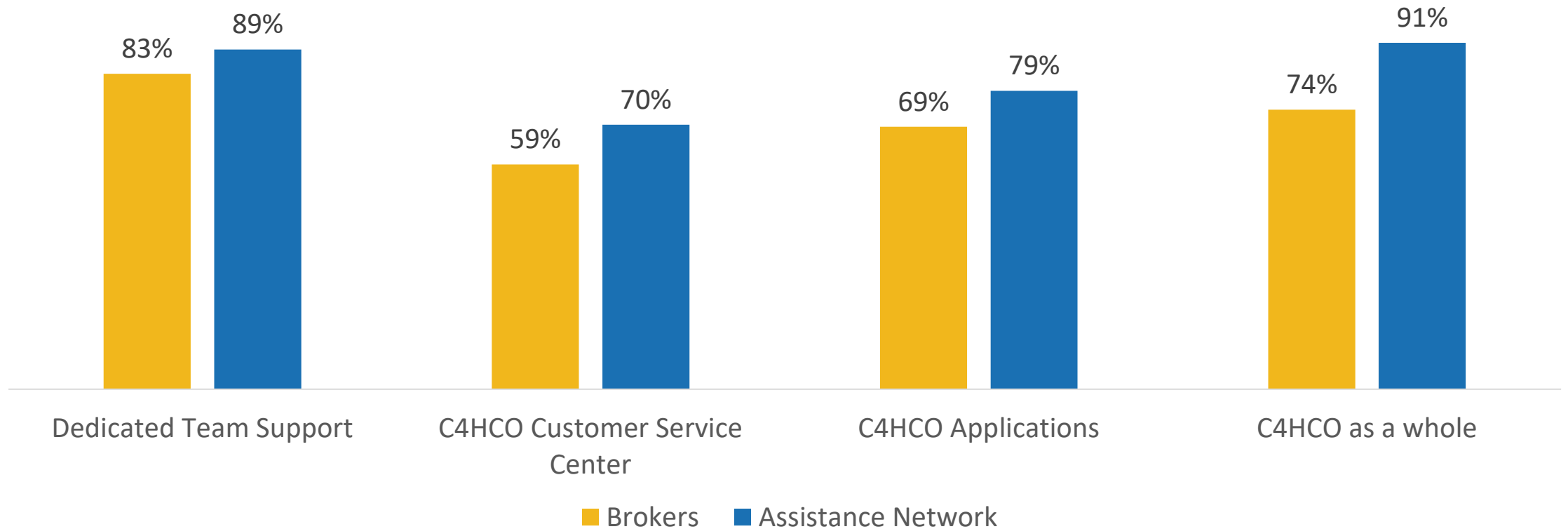


Responses represent varying demographics and levels of experience across the channels



Brokers and Assistors continue to appreciate dedicated support teams with YoY improvements noted in Customer Service and Applications

Overall* Satisfaction Rates Across C4HCO Services



*Overall defined as % responding "Satisfied" or "Very Satisfied"

Feedback Commentary: What went well during OE9?

“I felt this year’s OE went smoother than prior. Our Broker contact, Olivia has been excellent. Thank you to all of you who support our Enrollment Centers throughout the year”
– Broker Survey Comment

“Access to a dedicated broker support team has really been such an amazing tool”
– Broker Survey Comment

“Digital materials for Facebook posts were great”
– Assister Survey Comment

“Y'all are doing a great job with clear and regular communication and information!”
– Assister Survey Comment

“Connect for Health was so much simpler to use this year and I really appreciated that. The Broker Support Team is always phenomenal.”
– Broker Survey Comment

“C4 has improved vastly over the years. Grateful for the fewer technical issues! The MA Opt. 2 on phone is very helpful as many families have kids on CHp”
– Broker Survey Comment

Feedback Overall: What could be improved?

“There are still major issues with maneuvering through the Broker Portal that need to be addressed. These continue to be major time-consuming errors that need to be fixed.”
– Broker Survey Comment

“Lack of slider – cannot change APTC myself – process was awful this year.”
– Broker Survey Comment

“I think our organization needed more exposure and marketing.”
– Assister Survey Comment

“Although I was prepared, I still think that adding a video showing a walkthrough of a complete enrollment as an example would be great. Sort of like a Youtube tutorial but embedded into the training.”
– Assister Survey Comment

“Annual required training is too extreme.”
– Broker Survey Comment

Implementing feedback into FY23-24

- Revamping Certification, in collaboration with C4HCO Training & Development Team
- Seeking to expand technical testing opportunities
- Continuing to document and sustain our feedback loop

