

Senate Bill 81

Finance & Operations Committee

August 22, 2022



SB81 – Background & Overview

What is SB22-081?

SB81 **directs** Connect for Health Colorado's (C4HCO) Board to design a Marketing, Outreach & Education Campaign.

It provides the following guidance:

It **provides** C4HCO \$4 million per year, starting in 2022 and ending in 2028, to fund the campaign.

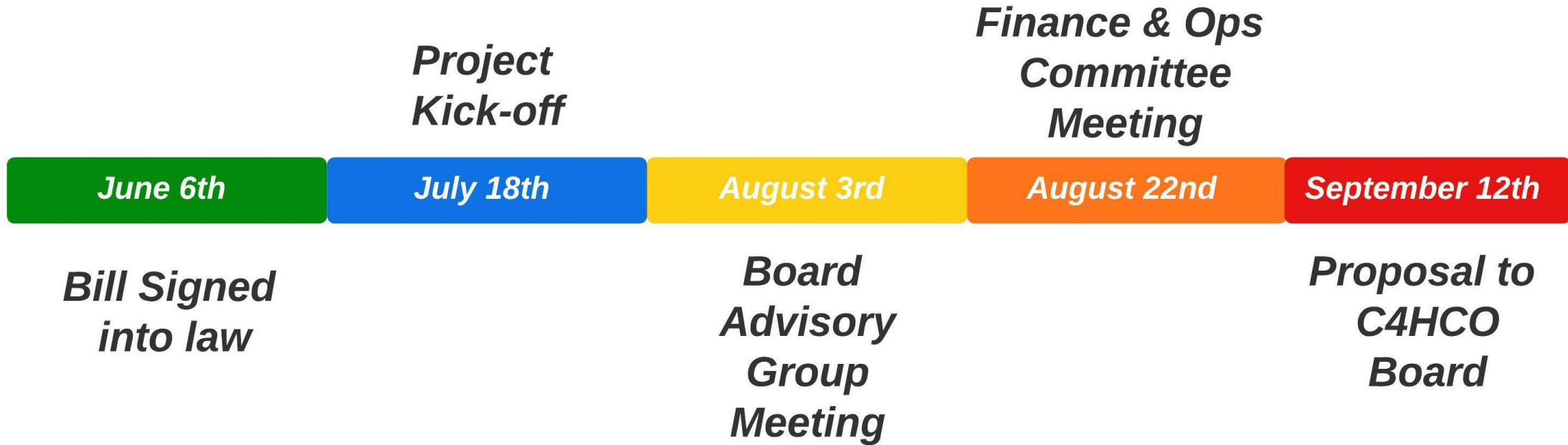
C4HCO must **create** and implement a public awareness and education campaign to educate consumers in Colorado regarding the options for obtaining health care coverage.

C4HCO must **design** a campaign that meets the legislative intent with an identified process for **tracking and reporting** to C4HCO.

SB81 – Goals

1. **Educate** consumers on how to attain and retain health care coverage based on their health care needs and circumstances.
2. **Include** efforts to improve health literacy among Coloradans
3. **Include** efforts to assist consumers who lose minimum essential coverage
4. **Include** efforts to reduce the number of uninsured Coloradans and eligible but not enrolled Coloradans
5. **Include** marketing and outreach to consumers found ineligible for Medicaid and CHP+ at the end of the Public Health Emergency to help them understand coverage options and to transition to health care coverage obtained through the Exchange.
6. **Include** information about eligibility and costs where practicable

SB81 – Tentative Approval Timeline



*Dates are subject to change

SB81 - High Level Overview Funding Proposals

Year 1 Funding Proposals	Legislative Intent Fulfilled
Assister-Led Education & Marketing	Coverage option education and health literacy
Broker-Led Education & Marketing	Coverage option education and health literacy
Create Assister & Broker Swag Program with a Budget	Coverage option education and health literacy
Open-Enrollment Ad Buys both in English and Bilingual	Reduce uninsured and eligible but not enrolled rate
New Ad Campaign after Open-Enrollment	Assist consumers with loss of minimum essential coverage
Add to Collateral Budget for Spanish Collateral	Reduce uninsured and eligible but not enrolled rate
Add to Social Media Boosting Budget for Organic Social Media Advertising	Reduce uninsured and eligible but not enrolled rate
Increase Association and Membership Budget	Coverage option education and health literacy
Increase Sponsorship Budget	Coverage option education and health literacy
Additional Outreach Capacity	Coverage option education and health literacy
Increase Outreach Swag Budget	Coverage option education and health literacy
Outbound Call Pilot for PHE	Support end of Public Health Emergency/Assist with loss of MEC
Collaboration with HCPF expanding communications during renewals Post-Federal PHE	Support end of Public Health Emergency/Assist with loss of MEC



Assisters and Brokers Dispersal of Funds – Year 1

SB81 Funding Year 1 Opportunities – Broker & Assistance Network

Activity	Description / Audience	Intended Outcomes
Assister-Led Education & Marketing	Opportunities for both Assistance Sites and CACs to receive funding for either short-term, deliverable based funding or ongoing community support.	Community outreach, events and enrollment with a focus on rural areas and transitional coverage
Broker-Led Education & Marketing	Following Medicare education guidelines for events and matched marketing funds, brokers (incl. non-Enrollment Centers) can partner with C4 to run educational events and community marketing.	Event opportunities will focus on educating communities – particularly around transitional coverage from Health First Colorado to Marketplace

Examples

Assistance Network: funding will support a program to expand dedicated outreach and enrollment support for Archuleta County as well as staffing for a Nurse Care Coordinator to dedicate time to marketplace enrollment at the End of the Public Health Emergency.

Broker Network: funding will support three community education events and traditional media in the metro area at the End of the Public Health Emergency



Marketing Dispersal of Funds – Year 1

SB81 Funding Year 1 Opportunities – Marketing

Activity	Description	Intended Outcomes
Additional advertising funding for English and Bilingual ad buys	Add funds to our current ad campaign to beef up the opportunity for ads to be seen more widely: <ul style="list-style-type: none"> • Expand targeting to reach more nuanced audiences • Expand where we place ads, for example, TV • Add TikTok ads 	Drive more clicks to our website, increase overall and Latinx enrollment
Add to collateral – timing TBD	<ul style="list-style-type: none"> • Increase collateral pieces and posters in Spanish 	Increasing Spanish collateral and Latinx enrollment
Add to social media boosting budget for organic social media	<ul style="list-style-type: none"> • Increase budget to boost organic social media posts to get more eyes on posts 	Increase reach on social media posts to increase enrollment

Examples

Expanding collateral and collateral toolkits to different languages other than English/Spanish

A Health Insurance Literacy campaign, including: Additional video content & Customer testimonial campaign

Expand advertising by Looking at higher cost ad placements, like ad spend on sports teams, or more visible places



Outreach Dispersal of Funds – Year 1

SB81 Funding Year 1 – Sponsorships

Current Work/Capacity

Sponsorship of 10 target/key audiences

Sponsorship of 30+ events and programs

Recommendation with Increased Funding

Expansion into 1 additional audience – Asian American

Expansion of events and programs – especially in rural Colorado

Examples

Supporting more Colorado Rural Health Center programs

Supporting more Pride events across Colorado

Supporting more events with membership and chambers across Colorado

Supporting pow-wows across Colorado

Target Demographic

Rural and Frontier counties

LGBTQ+

Small businesses

American Indians and Alaska Natives

SB81 Funding Year 1 – Memberships

Current Work/Capacity

Members of 22 chambers and associations across Colorado

Attend events, sponsor programs & events, give presentations, share materials/information

Recommendation with Increased Funding

Expansion into 10 more associations and chambers

Expansion of events and programs – especially in rural Colorado

Examples

Membership expansion with young professional programs across Colorado

Membership expansion with chambers across Colorado

Target Demographic

Coloradans under 35, independent contractors, small business owners

Employers, small business owners, rural Coloradans

SB81 Funding Year 1 – Outreach Materials

Current Work

Swag purchasing & management

Presentations & tabling management

Recommendation

Expansion of materials for tabling and presentations for outreach team

Create swag program & budget for Assistance Network/Broker Team

Examples

New Tablecloths for AN/BN

Variety of Banners for Outreach Team and AN/BT Team

Promotional Materials (collateral & swag) for key audiences

Tech Tools for more virtual outreach (think CoverCo virtual platform, but for outreach)



Post PHE Dispersal of Funds – Year 1

SB81 -- Funding Year 1 Opportunities: Post PHE

Activity	Description	Intended Outcomes
Collaboration with Health Care Policy and Financing	Expanding communications during renewals at the end of the Federal Public Health Emergency	Support end of Public Health Emergency/Assist with loss of MEC
Outbound Call Pilot for PHE	Increase in capacity at the call center for the end of the Federal Public Health Emergency.	Support end of Public Health Emergency/Assist with loss of MEC

Questions?



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