

Marketing Updates

Early Open Enrollment Efforts



Website updated with Colorado Option & OmniSalud Info

Types of Health Plans

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New for 2023 – Colorado Option Plans

The introduction of this plan type is because of the Colorado Option law (HB21-1232). This law aims to lower the costs of premiums and many health care services.

Some highlights of what's new or different about the Colorado Option plans:

1 Access to many services at no cost

Even before you meet your deductible – examples include:

- Doctor visits when you are sick or injured
- Mental health care office visits
- Prenatal and postnatal doctor visits
- Diabetic supplies

2 Fixed costs across insurance companies

Costs to go to the doctor for the most common services or to fill a prescription are the same for all Colorado Option standard plans within each metal tier, so it's easier to know what you'll pay. Plus, the copayments, deductibles and out-of-pocket maximum amounts are the same as well. [Learn more about metal tiers](#) »

3 Designed to be inclusive

Colorado Option plan networks include Certified Nurse Midwives and more community providers than before. The plan networks must also support its non-English speaking enrollees through enhanced language access and provider directory requirements.

[ConnectforHealthCO.com](https://connectforhealthco.com)

OmniSalud

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If you or someone in your family is undocumented, you haven't had good options to manage your health without health insurance. And too often, purchasing health insurance is unaffordable and complex.

We hear you. And we have a new program with YOUR needs in mind.

Introducing OmniSalud – a new way to enroll in affordable health insurance

OmniSalud is a new program that provides undocumented Coloradans with a safe way to compare affordable health insurance plans and enroll on a secure online platform.

Thanks to a new Colorado law passed in 2021, every company that sells health insurance in the state has to offer plans with a specific set of lower, fixed costs and make them available to everyone – no matter their documentation status. These are called Colorado Option plans and they are making healthcare more affordable and accessible for all Colorado residents.

You are in good hands with Colorado Connect

The OmniSalud program is a safe option because you'll be shopping and enrolling through Colorado Connect, our new, secure online platform.

Quick links to find answers:

- [Health Insurance 101](#)
- [Insurance Costs Explained](#)
- [Health Services Covered](#)
- [Glossary](#)
- [Visual Aid for Immigrant Families](#)



Media Relations and Collateral

Press Releases releases so far:

- [Oct. 26](#)
- [Nov. 1](#)

Examples of recent coverage: [Axios](#), [the Colorado Sun](#), [Colorado Public Radio](#) and [KKTV in Colorado Springs](#).

[Toolkit available](#) with collateral, social media and newsletter pieces.

Email marketing campaign

- FA customers: 53% open rate
- NFA customers: 56% open rate
- HIAE phase 1: 54% open rate
- Lapsed customers: 52% open rate
- Over Medicaid threshold: 47% open rate
- Loss of issuer for 2023: 57% open rate



It's Open Enrollment!

Open Enrollment has officially started! This is the one time you can change your health insurance coverage for 2023. If you have questions or need help enrolling, make a free appointment with a [Broker or an Assister](#).

Enrollment tips and tricks:

- On December 1, Connect for Health Colorado will renew all plans for eligible customers who did not enroll in a different plan before then. All current (2022) health insurance plans **expire on December 31, 2022**.
- It's worth it to shop around. Plan prices and options change every year, so you might find a more affordable plan or one that better fits your needs. You can view 2023 plans using our [free, online tool](#).
- Starting this Open Enrollment, every company that sells health insurance in the state must offer plans with a specific set of lower, fixed costs and make them available to everyone. These are called [Colorado Option](#) plans.

[Get Started](#)

Paid Advertising Examples



Shop by Dec 15 to get insurance that starts Jan 1



 Don't delay!

CONNECT for HEALTH COLORADO*

[Get started »](#)



UN SEGURO MÉDICO PUEDE PROTEGER LO MÁS IMPORTANTE: **TU FAMILIA Y TU SALUD.**

▶ ¡Inscríbete antes del 15 de diciembre!

CONNECT for HEALTH COLORADO*

Guidance you can trust to save you money



 Shop by Dec 15

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ConnectforHealthCO.com