

Marketing Updates

Open Enrollment efforts through Dec 7, 2022

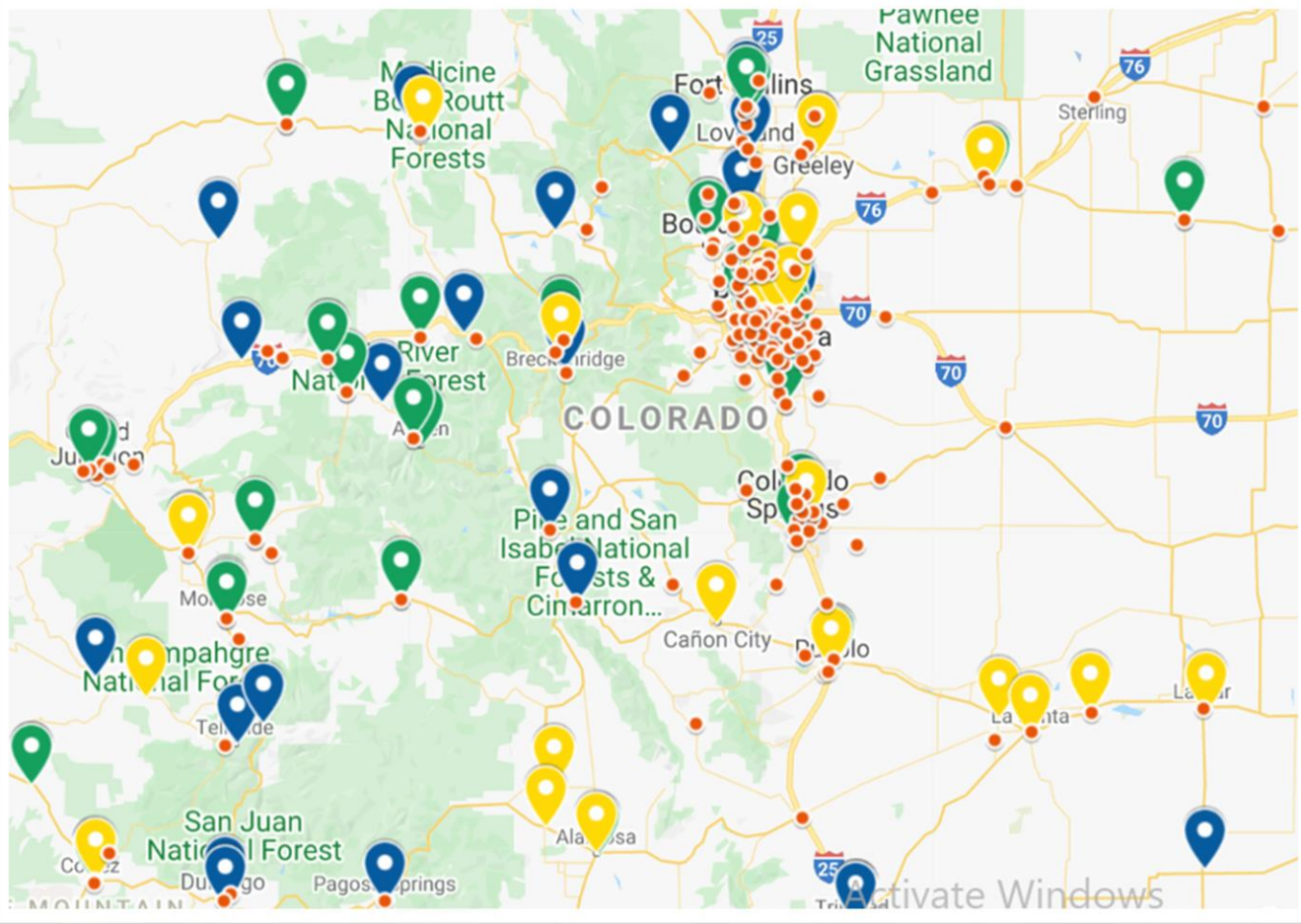


- Total users have increased by 34% over last year
- New users have increased 38% over last year
- Pageviews have increased 11% over last year
 - Returning Customers has a 100% increase over last year
 - Get Financial Help had a 517% increase over last year

Connectforhealthco. com Website stats

Reporting period
Nov. 1-Nov. 30

We're here to help



Upcoming Events

Home > Event

Find help at an event near you

Located across Colorado, these events provide educational and enrollment information about health insurance coverage, the application process and financial help through Connect for Health Colorado. While you can't complete enrollment at all of these events, they are a great opportunity to talk with our network of trusted, certified experts and to schedule appointments.

Search for events In a location [FIND EVENTS](#) [List](#) [Month](#) [Map](#)

< > Today December 2022

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30 9:00 am - 5:00 pm 36-County Health Enrollment Event - Delta	1 9:00 am - 4:00 pm One-Day Walk-in Enrollment Event	2	3 9:00 am - 1:00 pm Walk-in and enroll in health insurance!	4
5	6	7 9:00 am - 5:00 pm 36-County Health Enrollment Event - Delta 10:00 am - 4:30 pm Enrollment Event - Estes Park	8	9	10 8:30 am - 5:00 pm 36-County Health Enrollment Event - Delta 9:00 am - 1:00 pm Walk-in and enroll in health insurance! 11:00 am - 3:30 pm Health Insurance Open Enrollment Event	11
12	13 9:00 am - 4:00 pm One-Day Walk-in Enrollment Event	14 9:00 am - 5:00 pm Pueblo Get Covered enrollment event 9:00 am - 5:00 pm Pueblo Get Covered evento de inscripción 9:00 am - 5:00 pm 36-County Health Enrollment Event - Delta	15 8:00 am - 8:00 pm Walk-in and Enroll	16	17 8:30 am - 5:00 pm TCHN Enrollment Event 11:00 am - 3:30 pm Health Insurance Open Enrollment Event	18
19	20	21 9:00 am - 5:00 pm 36-County Health Enrollment Event - Delta	22	23	24	25
26	27	28 9:00 am - 1:00 pm 36-County Health Enrollment Event - Delta	29	30	31	1

Media Relations and Collateral

Get Covered Day!

- Message board campaign
- Joint [press release](#) with DOI and HCPF about Get Covered Day, Dec. 8

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



Website updates

- Added updated stats
- Added new persona videos



Lower Your Monthly Premiums

Home > Financial Help > Lower Your Monthly Premiums

*Connect for Health Colorado is the **only** place you can apply for financial help to lower the cost of health insurance. The financial help you can get to lower your monthly payment is called a Premium Tax Credit. You can enroll in health insurance now during Open Enrollment (November 1-January 15)*

Extra savings are here to stay

Whether you are just hearing about us for the first time, or have been here in the past but didn't qualify for help paying for health insurance at the time – it's worth another look.

Due to changes in federal law, starting in 2021, we've been able to provide Coloradans with even more financial help for health insurance. This level of financial help will continue for years to come, at least through 2025.

75% of customers get financial help to lower the cost of health insurance

Two out of three customers can find a plan for **\$25 or less** per month with financial help

Can I use this financial help for any health insurance plan?

How is the amount determined?

Apply for savings
Get exclusive health insurance savings through Connect for Health Colorado.
[Start your application >](#)


Every family is unique.
You can get financial help based on your family's specific needs and situation including:

- your family size;
- where you live; and
- your family's estimated annual income.

You can use the financial help in two different ways:

1. Get the financial help in advance to lower your monthly premiums;
2. Wait until you file your taxes to get a premium tax credit added to your tax refund.

If you take the financial help in



Paid Advertising Examples – Spanish/Bilingual Campaign

CONNECT for HEALTH COLORADO® www.ConnectforHealthCO.com/es
855-752-6749



¡Se acercan las fechas límite de inscripción para el seguro médico!

Ahora es el momento de obtener cobertura para el 2023 y buscar un plan en Connect for Health Colorado, el mercado oficial de seguros de salud del estado. Somos el único lugar donde puedes comparar todas sus opciones y obtener ayuda financiera para



▶ ¡Contrátalo ahora!

CONNECT for HEALTH COLORADO®

CONNECT for HEALTH COLORADO® www.ConnectforHealthCO.com
855-752-6749



Health insurance enrollment deadlines are approaching!

Now's the time to get covered for 2023 by finding a plan on Connect for Health Colorado, the state's **official** health insurance marketplace. We're the only place where you can compare all your options and get financial help to lower the cost of your plan. In fact, 2 out of 3 customers can find a plan for \$25/month or less!

UN SEGURO MÉDICO PUEDE PROTEGER LO MÁS IMPORTANTE:
TU FAMILIA Y TU SALUD.
▶ ¡Inscríbete antes del 15 de diciembre!



CONNECT for HEALTH COLORADO®

Paid Advertising – English

We are running digital display, social media ads, paid search and native ads. We believe that the ads are helping drive website traffic.

Here are some ad examples:

