

# Outreach to Current Customers

Ongoing efforts to encourage active shopping



# Homepage encourages active shopping

ConnectforHealthCO.com

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**CONNECT for HEALTH COLORADO** Colorado's Official Health Insurance Marketplace  [GET COVERAGE NOW](#)

GET STARTED ▾ FINANCIAL HELP ▾ FIND ANSWERS ▾ WE CAN HELP ▾

## Shop and Compare

There are new health insurance plans available for 2023 called Colorado Option Plans. Shop from a variety of insurance companies, compare prices and see estimated savings.

[Shop now](#)

Most Coloradans can get health insurance through Connect for Health Colorado. Extra savings are here to stay!

## Extra savings are here to stay

Check out the examples below and use the quick cost calculator to find out what your new monthly payment could be.

[See your savings](#)

Profile 1	Profile 2	Profile 3	Profile 4
<b>Single, 25 years old</b>	<b>Single, 40 years old</b>	<b>Single, 50 years old</b>	<b>Single, 25 years old</b>
Denver County \$35,000 annual income	Summit County \$45,000 annual income	Washington County \$25,000 annual income	El Paso County \$55,000 annual income
Monthly premium in 2022: \$108 (\$1,292/year)	Monthly premium in 2022: \$498 (\$5,979/year)	Monthly premium in 2022: \$247 (\$2,968/year)	Monthly premium in 2022: \$143 (\$1,724/year)
Monthly premium in 2023: \$100 (\$1,196/year)*	Monthly premium in 2023: \$340 (\$4,083/year)*	Monthly premium in 2023: \$118 (\$1,420/year)*	Monthly premium in 2023: \$105 (\$1,256/year)*
<b>Total savings = \$8/mo; \$96/yr</b>	<b>Total savings = \$158/mo; \$1,896/yr</b>	<b>Total savings = \$129/mo; \$1,548/yr</b>	<b>Total savings = \$39/mo; \$468/year</b>

\*Based on the cost of the benchmark plan (second lowest-cost silver plan) offered in that area for non-smokers. Customers enrolling in a plan from a different metal tier may experience different out-of-pocket premium costs.

[How to get started](#)

[Compare plans and prices](#)

[Financial help](#)



# Email Marketing Open Rates So Far



It's Open Enrollment!

Your current health plan will expire on December 31, 2022. In order to ensure you have coverage for 2023, you need to pick a new plan with a different health insurance company. Depending on what part of the state you live in, you should have at least one -- and up to six -- other companies to choose a plan from that suits your needs. You can view 2023 plans using our [free, online tool](#).

You don't have to pick a new plan alone! Our statewide network of Brokers and Assistants is [here to help you](#).

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.

To avoid a gap in coverage, you should enroll in a new plan by Dec. 15 so that your coverage begins on Jan. 1, 2023.

Get Started

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

855-752-6749



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- FA 53%, 55%, 56%
- NFA 56%, 56%, 57%
- HIAE 54%, 53%, 50%
- Lapsed 52%, 51%
- AABNE 47%, 50%, 51%
- Loss of Issuer 57%, 57%

# Email schedule for customers who lost their Issuer:

- ~~Nov 1~~
- ~~Nov 22~~
- ~~Dec 6~~
- Dec 13
- Dec 15
- Dec 21
- Jan 10
- Jan 15

# Media Releases— Encourage Active Shopping

ConnectforHealthCO.com

**December 7, 2022**

[Get Covered Colorado Day is December 8th](#)

Thousands of Residents Have Used the Marketplace to Enroll in 2023 Health Insurance DENVER— This Thursday, December 8, is Get Covered Colorado Day. This day of action encourages as many...

[Read More](#)

**November 30, 2022**

[More Coloradans Are Enrolling in Health Insurance Coverage Than Last Year](#)

CEO Statement from Connect for Health Colorado DENVER— Since November 1, more than 57,500 people have used Connect for Health Colorado's marketplace to enroll in a health insurance plan. That's...

[Read More](#)

**November 22, 2022**

[Thousands of Coloradans Are Enrolling in Health Insurance Coverage Through OmniSalud](#)

CEO Statement from Connect for Health Colorado DENVER— For the first time ever in Colorado, people who are undocumented, as well as DACA recipients, have a safe way to enroll...

[Read More](#)

**November 16, 2022**

[Your Guide to Shop and Save on Colorado's Health Insurance Marketplace](#)

It's time to enroll in health insurance for 2023 This press release is available in Spanish here. DENVER— For those who aren't already covered by an employer's health insurance or...

[Read More](#)

**November 1, 2022**

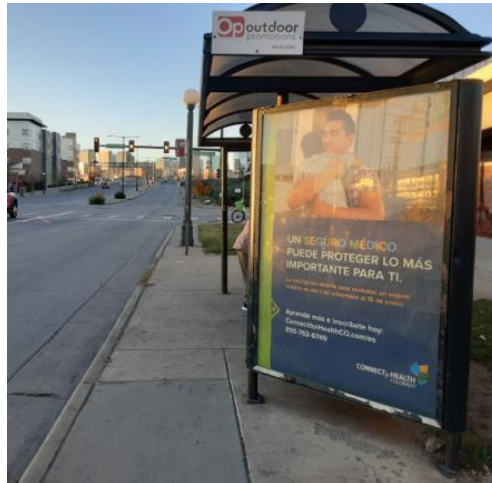
[Health Insurance Enrollment on Colorado's Marketplace Begins Today](#)

Residents can find quality health plans, more savings when they shop, and easier plan comparison than ever before DENVER— It's Open Enrollment for 2023 health insurance plans in Colorado. For...

[Read More](#)

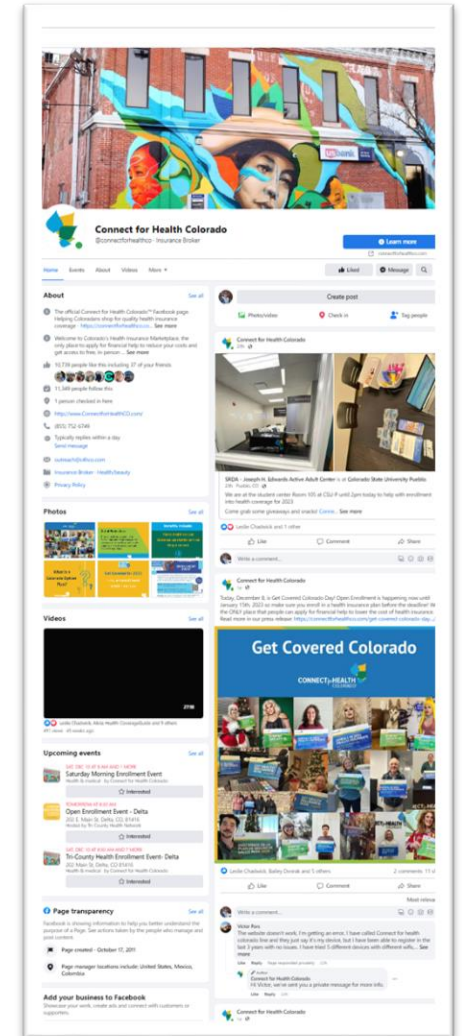
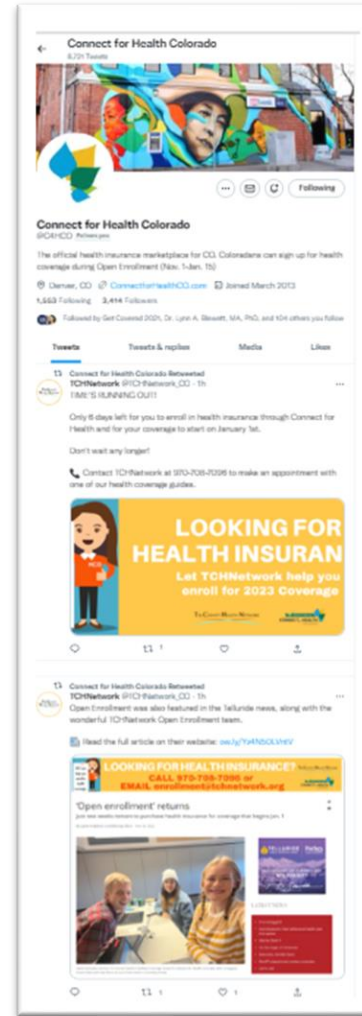
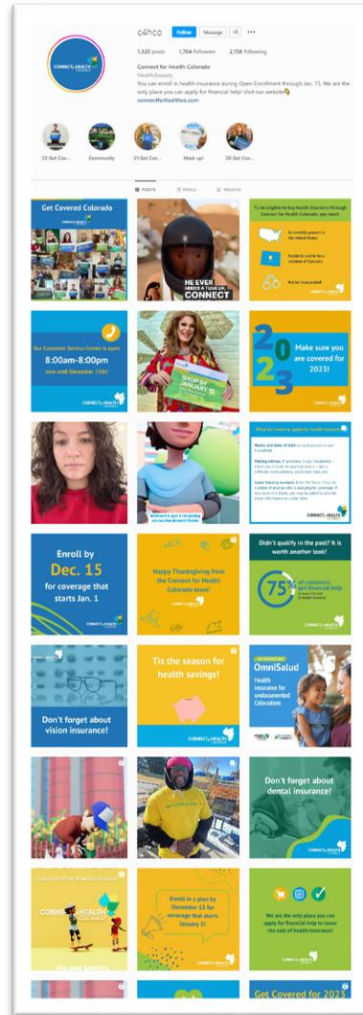


# Paid Advertising Examples



# Social Media – Pushing deadlines and the value of shopping

ConnectforHealthCO.com



# Customers who received suggested plans are shopping

- 36,007 current customers received a suggested plan.
- As of December 8, ~45% of this population has already enrolled for PY2023.
- **Only about 6% of the suggested plan submissions that have come through are enrolling in the suggested plan.**
- **~94% of the suggested plan submissions have enrolled with a new plan** other than the suggested plan.
- Approximately 55% have not yet enrolled.