

Open Enrollment Readiness

Marketing Department Planning and Preparations



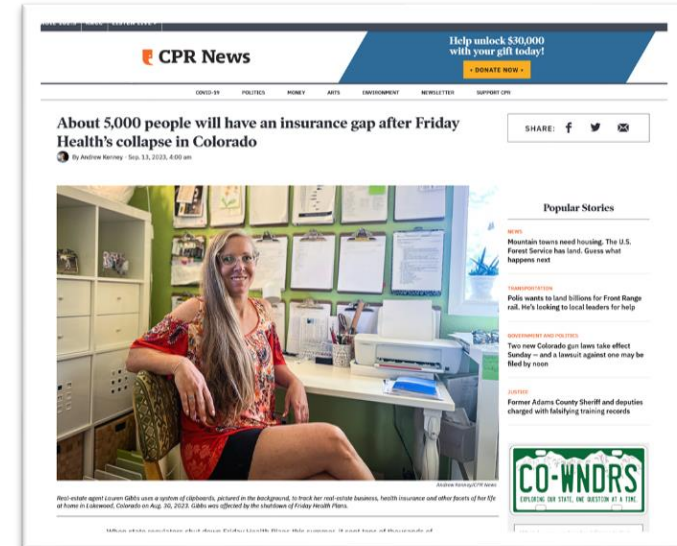
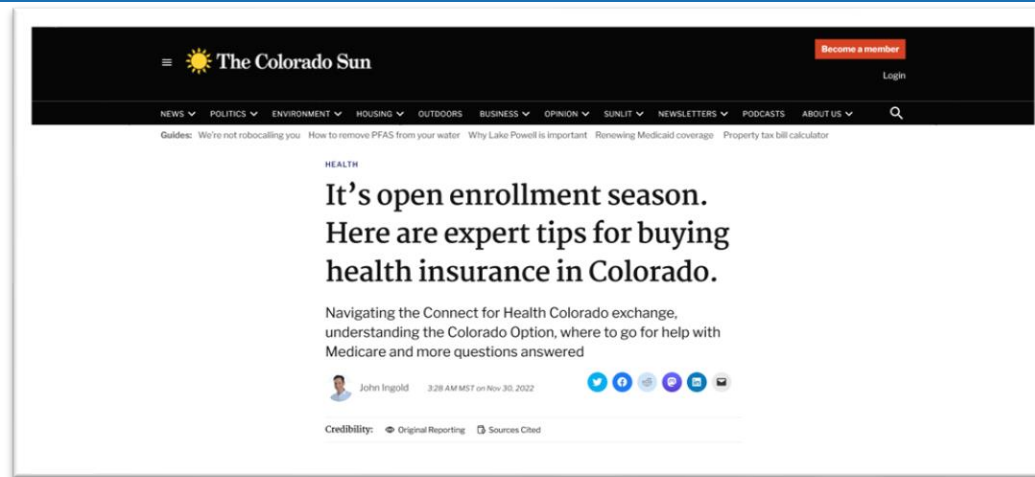
Advertising

- English and Bilingual Ad Campaign
- Marketing Emails
- Social Media
- [Collateral Toolkit](#)



Communications

- Seeking Earned Media opportunities throughout OE
- New OE Message Platform
- Internal and External communications

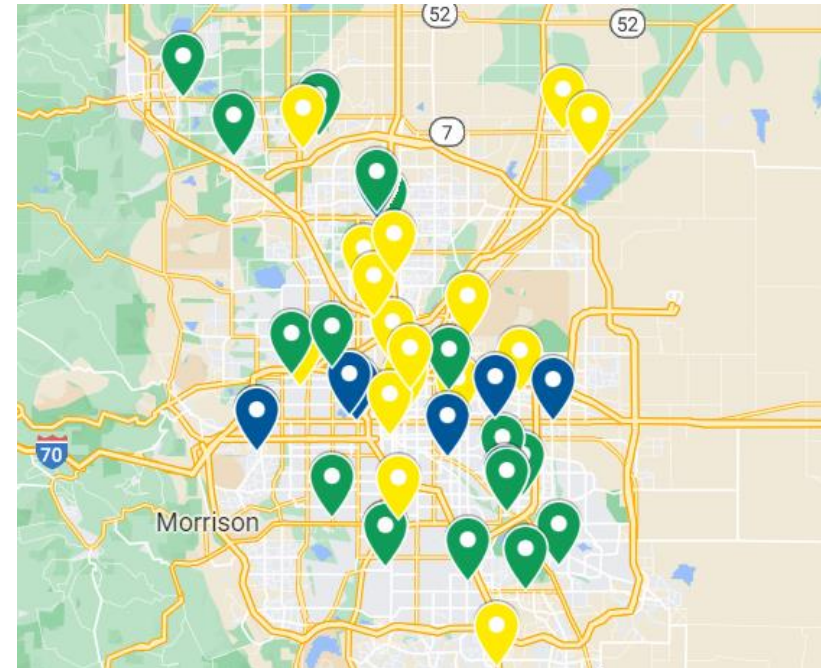
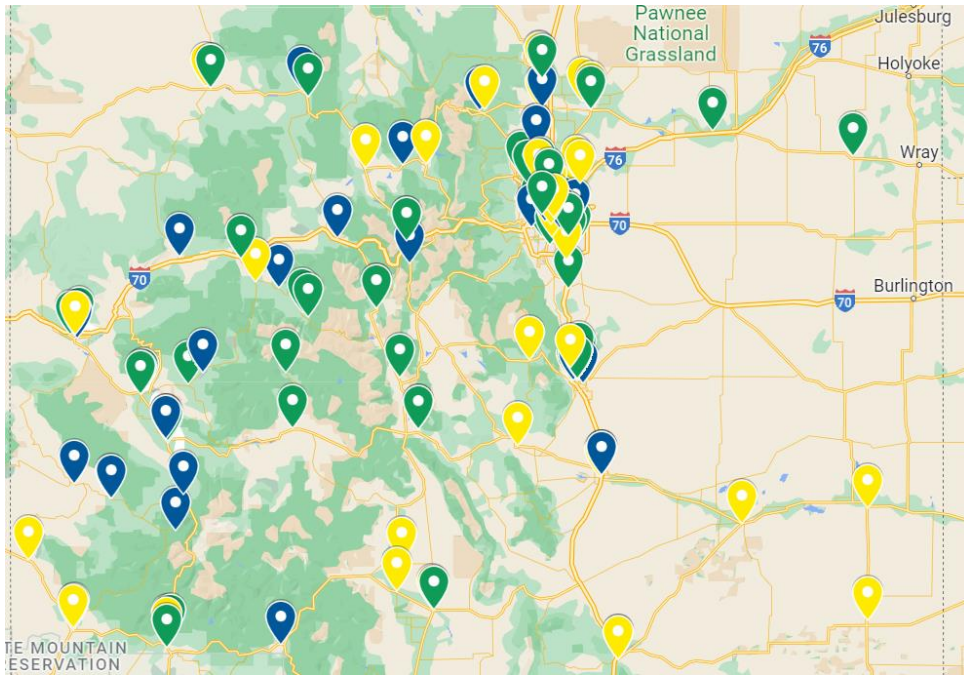


Assistance Network & Broker Network

- Completing Certification
- CoverCo Conference & Networking events
- Issue tracking/reporting
- Updates via calls & alerts



Assistance Sites and Enrollment Centers



Green = Enrollment Centers
Blue = Health Coverage Guides
Yellow = Certified Application Counselors

Outreach

- Enrollment Events
- Focus on Rural Areas
- Supporting OmniSalud stakeholders

