

Senate Bill 81 Updates

November 13, 2023





ConnectforHealthCO.com

SB81 – Funds Received To Date

Funding Period	Amount Received
Fall 2022	\$850,000
Spring 2023	\$1,000,000
Fall 2023	\$1,750,000
Total Received:	\$3,600,000

SB81 – September 2022 Spending Plan

Year 1 Funding Proposals	Revised Funding Estimate	Estimated Performance Increase
Assister-Led Education & Marketing	\$300k	12% increase in Outreach activities
Broker-Led Education & Marketing	\$55k	70% increase in impressions.
Open-Enrollment Ad Buys for Bilingual	\$100k	33% increase in impressions
Increase Association and Membership Budget	\$10k	5% increase in established stakeholder relationships
Increase Sponsorship Budget	\$30k	10% increase in established stakeholder relationships
Additional Outreach Capacity	\$55k	3-5 targeted enrollment communications 1-2 targeted enrollment events 10-15 newly established stakeholder relationships
Outbound Call Pilot for PHE	\$100k	10% increase in enrollments vs. control group
Collaboration with HCPF expanding communications during renewals Post-Federal PHE	\$200k	6M Impressions via PSA letter campaign -> 80,000 Impressions 3,000-10,000 total enrollments for end of PHE
Projected Totals:	\$850,000	

SB81 – May 2023 Spending Plan

Fiscal Year 1, Round 2 Funding Proposals	Funding Amount	Intended Outcomes
Additional Outreach Capacity (memberships, sponsorships, events)	\$35,000	Focus on Western Slope and Northeastern Colorado and Medicaid Unwind events
Increase Marketing Funding	\$115,000	Increase our video work and characters based on the excellent performance of the character/personas this past OE
Assister-Led Education & Marketing	\$425,000	Opportunities for both Assistance Sites and CACs to receive funding for either short-term, deliverable-based funding or ongoing community support for outreach, events, and enrollments with a focus on preventing gaps in coverage during Medicaid Unwind
Additional Medicaid Unwind Coordination with HCPF	\$150,000	Continue or expand call pilot, continuation of PSA campaign, potential additional mailed communication
Retainer	\$275,000	Retain some funding for future unanticipated marketing and outreach needs or funding decreases
Total	\$1,000,000	

SB81 – October 2023 Spending Plan

Fiscal Year 2, Round 1 Funding Proposals	Funding Amount	Intended Outcomes
Increase Bilingual Ad buy	\$100,000	Stretches our English/Spanish ad buy to more mediums and increases ad frequency.
Assister-Led Education & Enrollment	\$325,000	Exploring new ways to support rural Colorado. This includes money for additional organizations and a new Mobile Assister idea.
Additional Medicaid Unwind PSA's	\$100,000	Continue our PSA campaign, still exploring other ideas with HCPF
Retainer	\$1,480,768	Retain some funding for future needs, to be determined in Spring 2023
Total	\$1,780,768	