

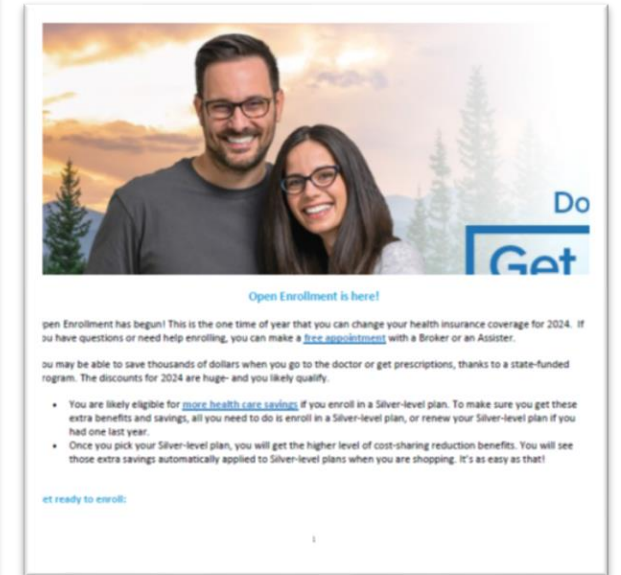
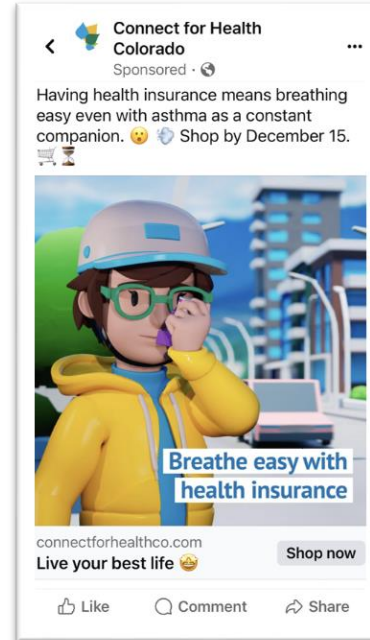
Open Enrollment Readiness

Marketing Department Planning and Preparations



Marketing

- Ad Campaign is Live
- 2 Rounds of Emails
- Social Media
- Collateral Toolkit



Updated CSR Page:

<https://connectforhealthco.com/financial-help/healthcare-discounts/>

ConnectforHealthCO.com



Healthcare Discounts

Home > Financial Help > Healthcare Discounts

The financial help you can get to lower your out-of-pocket costs is healthcare discounts called Cost-Sharing Reductions. Connect for Health Colorado is the **only** place you can apply for financial help to lower the cost of private health insurance.

More people qualify for bigger discounts on healthcare than ever before!

You may be able to save thousands of dollars when you go to the doctor or get prescriptions, thanks to a state-funded program. The discounts for 2024 are huge for those who qualify.

If you're eligible, based on your income and household size, all you need to do is apply through Connect for Health Colorado and enroll in a Silver-level plan. You will see those extra savings automatically applied to Silver-level plans when you are shopping.

Save **98%**
Average decrease in deductible
with a Silver Plan when you qualify

Huge savings when you qualify and switch from Bronze to Silver

See how much you could save on average when you switch from a Bronze plan to a Silver plan when you qualify for cost-sharing reductions.

~~\$6,823~~
only \$65 Average Individual Deductible

~~\$13,646~~
only \$130 Average Family Deductible

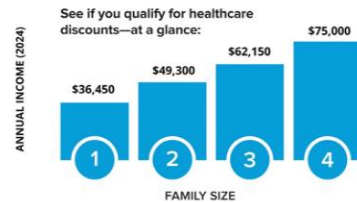
~~\$8,960~~
only \$1,670 Average Individual Out-of-Pocket Max

~~\$17,920~~
only \$3,340 Average Family Out-of-Pocket Max

Bronze plans are usually cheapest for those who do NOT qualify for cost-sharing reductions or do not use their coverage often. But if you qualify, Silver plans are a much better deal – saving you potentially thousands of dollars over the course of the year.

Healthcare discounts will lower your:

- Out-of-pocket maximum
- Deductible
- Copays for seeing a doctor
- Copays for prescriptions
- Coinsurance for hospitalization

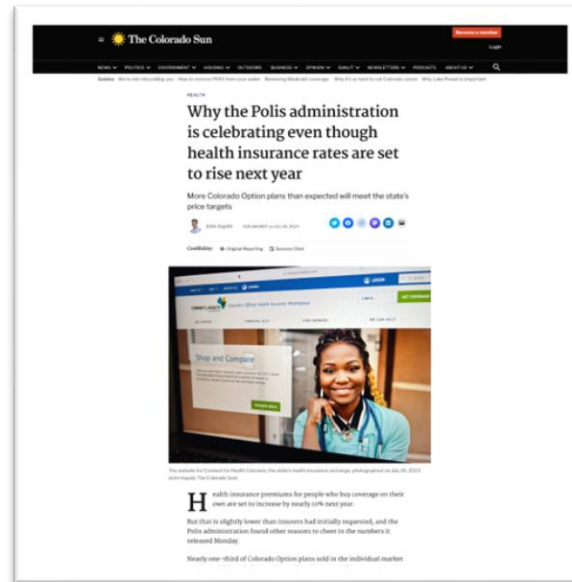


Communications

Recent announcements:

[Open Enrollment for Health Insurance in Colorado Starts Today](#)

[OmniSalud Financial Help Spots Claimed for 2024](#)





Assistance Network

October Activity

1100 scheduled

822 completed appointments

November Activity

2800 scheduled appointments

1100 completed appointments



Outreach

Enrollment Events

Supporting OmniSalud stakeholders

Responding to sponsorship inquiries