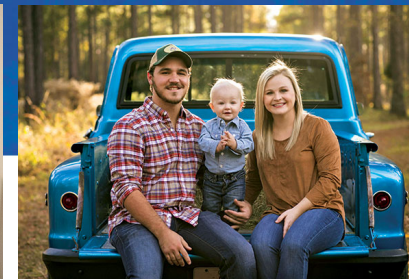


Medicaid to Marketplace Bridge Update

February 12, 2024



Ongoing Medicaid Unwind Efforts

- Direct outreach via letters, emails, outbound calls
- Increased funding for assister-led education and enrollment
- 60+ Medicaid Unwind events across the state
- Continuing to explore other data-driven strategies

Medicaid to Marketplace Bridge Outreach

Month	May	June	July	August	Sept	Oct	Nov	Dec	Jan
Account Transfers from HCPF (Individuals) (excluding those repeated on future lists)	7,068	12,140	8,274	13,540	14,873	23,364	23,353	22,152	19,691
Account Transfers from HCPF (Households) (excluding those repeated on future lists)	4,763	8,490	6,336	10,344	11,137	15,973	17,596	17,343	15,600
Joint HCPF/C4 Mailer Sent	4,962	5,390	4,023	7,099	5,390	9,009	8,596	10,266	9,025
Total Emails Sent	3,476	6,063	4,836	7,246	7,864	11,162	11,455	10,732	3,816*
Open Rate	53%	51%	49%	30%	14%	49%	50%	49%	39%
Click Rate	7%	6%	4%	4%	3%	5%	5%	4%	5%
Total Calls Made	1,787	2,724	771	2,940	3,422	5,027	5,233	5,108	1,451*
Talked to Someone	209	221	91	273	411	650	558	547	204
Left Voice Mail	1,149	1,830	458	1,907	2,167	2,590	2,643	2,783	687
Unable to Leave Voice Mails	429	673	222	754	843	1,786	2,032	1,778	560

*includes only the first half of January outreach

Medicaid to Marketplace Enrollments

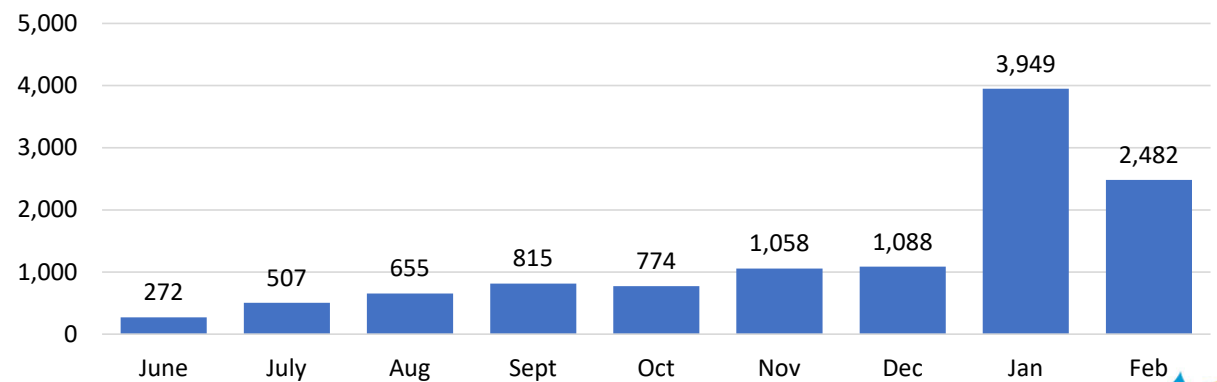
ConnectforHealthCO.com

Total Enrollments: 11,600 unique individuals

Of account transfers from HCPF:

- Percent that have since been redetermined Medicaid eligible: **21.38%**
- Percent that have enrolled in a QHP: **8.03%** (from 7.43% last month)
- Percent of non-Medicaid eligible that have enrolled in a QHP (conversion rate): **10.21%**

Unique C4HCO Enrollments by Coverage Start Date



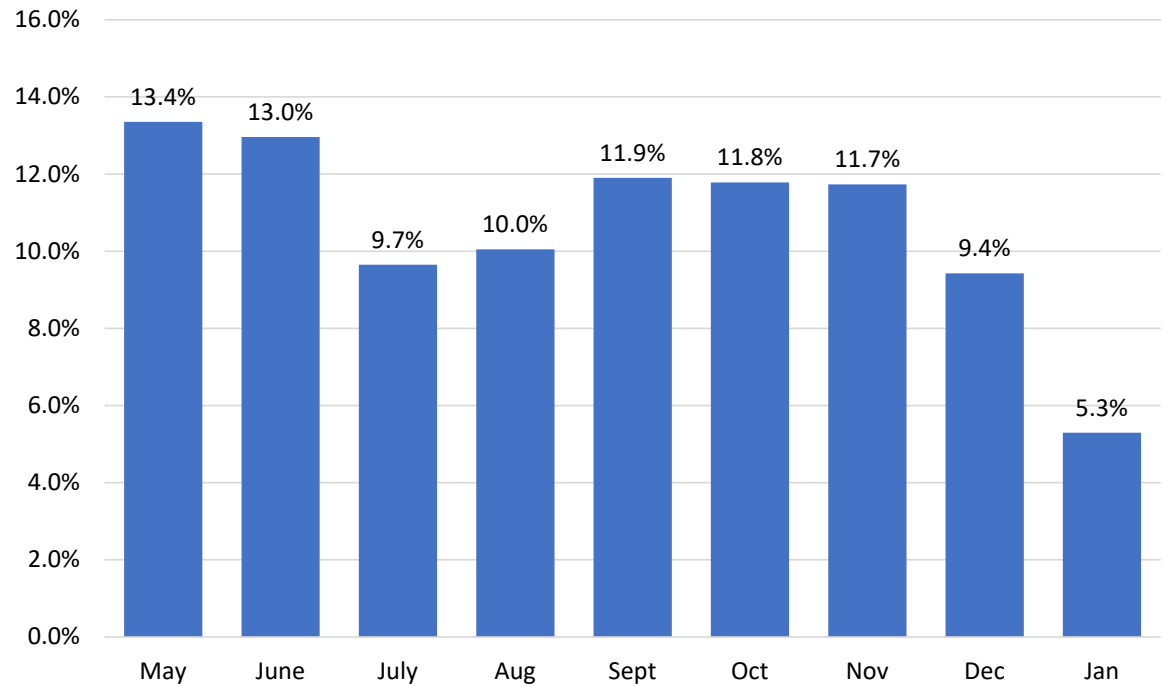
As of January 24, 2024



Conversion Rate Over Time

ConnectforHealthCO.com

Conversion Rate by Month of Medicaid Termination



As of January 24, 2024