

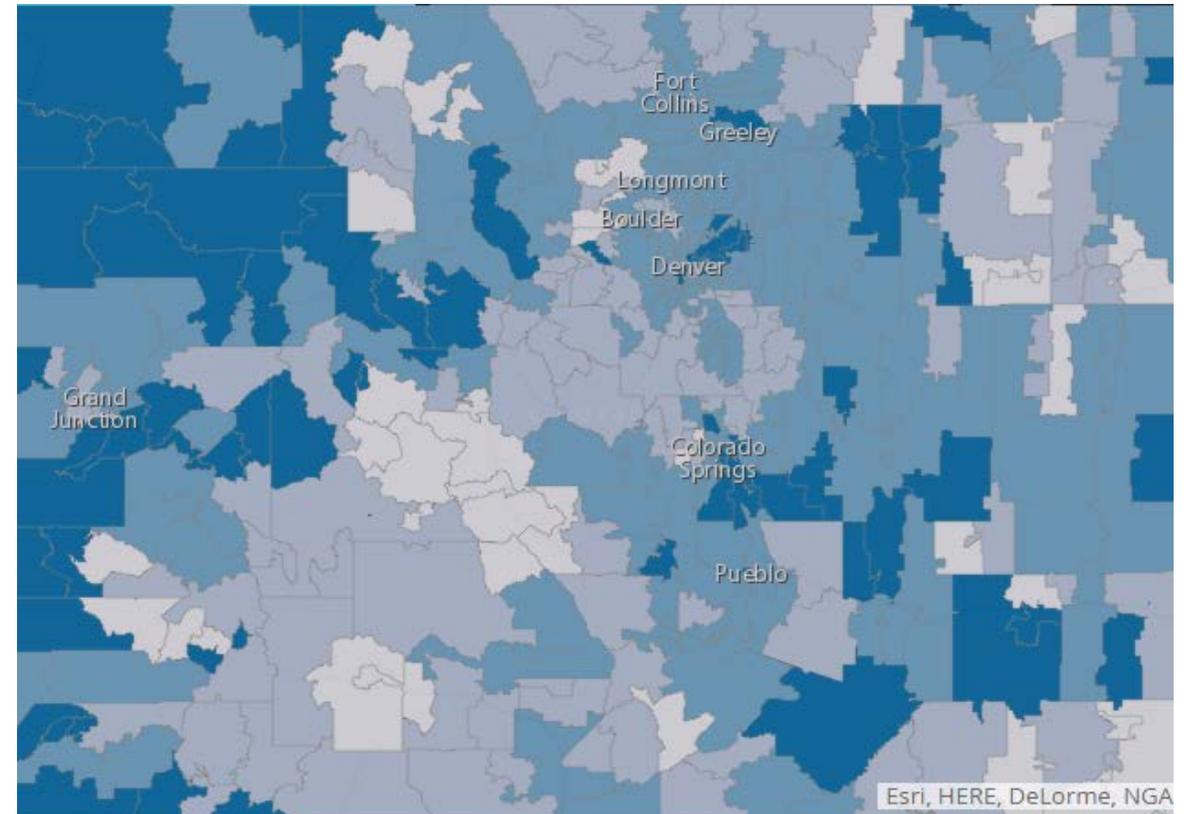


LEGISLATIVE OVERSIGHT COMMITTEE

August 2, 2016

Outreach and Enrollment Strategies

- Targeted, data-driven outreach and marketing
 - Zip code analysis conducted in partnership with the Colorado Health Institute
- Online Consumer Surveys
- In-person Consumer Focus Groups
- University of Colorado Anschutz Project



Percent of population eligible for tax credits but not enrolled

Outreach and Enrollment Strategies

- Direct outreach to identified eligible-but-not-enrolled individuals and families
 - 180,000 individuals identified as eligible but not enrolled
- Broker and Health Coverage Guide engagement through regional meetings and trainings
- Increased consumer messaging leading up to open enrollment on how to find local in-person assistance
- Technology improvements to enhance consumer experience
 - Password reset functionality
 - Quick Cost and Plan Finder Tool

Marketing Strategies

- Integrated, multi-channel campaign (email, digital, local radio, and outbound calls) to:
 - Motivate CURRENT customers to renew or find a new plan
 - Encourage POTENTIAL customers to find help, or do a quick tax credit estimate
 - Leveraging the EBNE data, we will target zip codes
 - We use the average tax credit by zip code to educate those that may be “missing out on savings”
 - Connect customers with local help and support this message with digital, email and phone outreach
- Coordinate on-the-ground grassroots outreach with paid digital/local radio messaging