

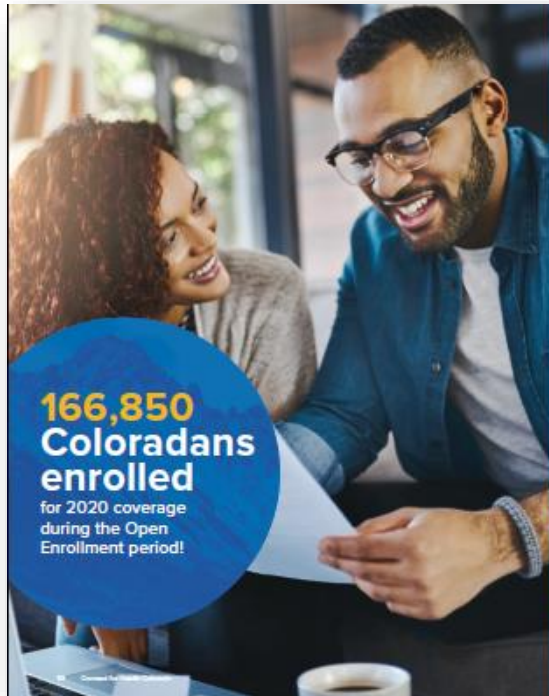


OE7 REPORT HIGHLIGHTS

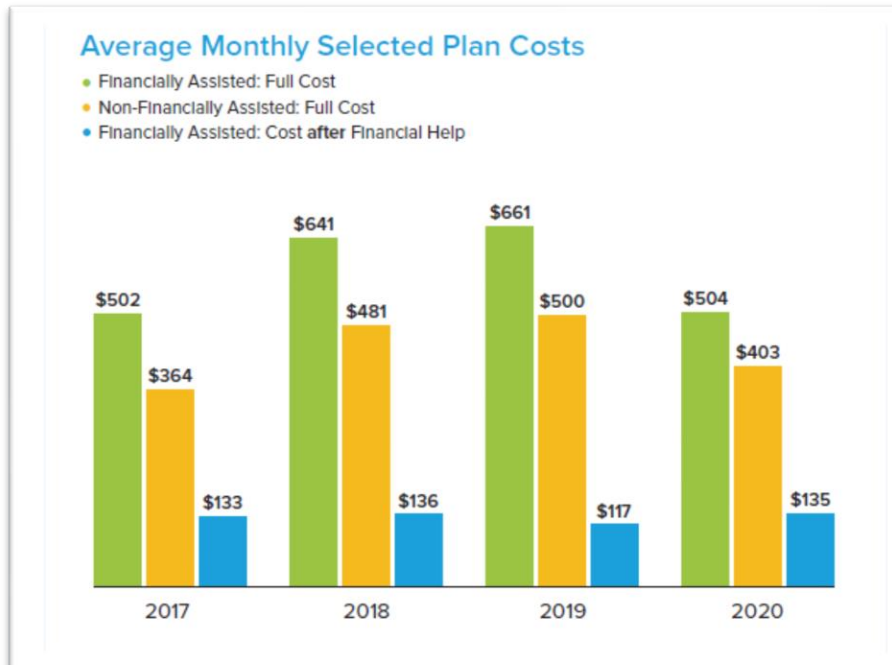
Ezra Watland

Director, Marketing and Communications Strategy

Open Enrollment 7: By the Numbers



Open Enrollment 7: By the Numbers



2020 NUMBERS

\$135

Average monthly net premium after tax credits for customers receiving financial help in 2020

\$403

Average monthly plan premium for customers NOT receiving financial help in 2020

74%

Marketplace customers who are receiving financial help in 2020

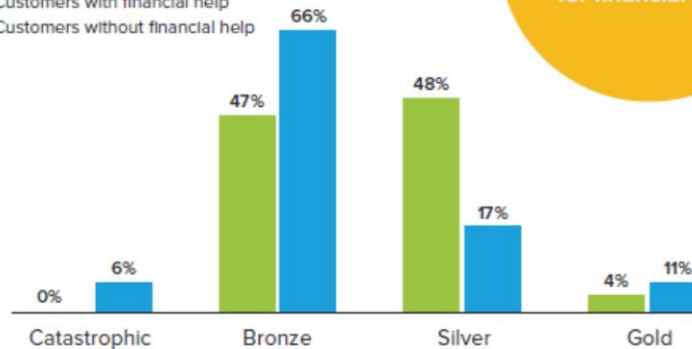
Open Enrollment 7: By the Numbers

Coloradans We Enrolled

During the Open Enrollment period, residents from all over Colorado chose health insurance coverage through our Marketplace. Learn more about our customers:

2020 Plan Choice by Metal Tier

- Customers with financial help
- Customers without financial help



74%
of customers qualified for financial help

*Percentages may not add up to 100% due to rounding

Open Enrollment 7: By the Numbers

DURING OPEN ENROLLMENT

46%

of all Marketplace customers enrolled through a Broker

13,888

customers seeking support were able to connect directly with a broker through our Broker Lead Tool

26,738

customers enrolled at an Enrollment Center—**nearly 16% of our total enrollments** during the Open Enrollment period

6%

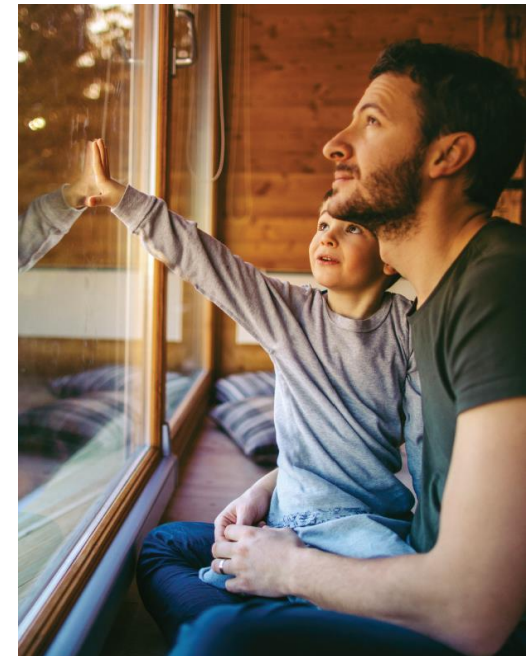
of all Marketplace customers enrolled through an Assister

7,602

customers made appointments directly with an Assister through the Assistance Network Scheduler Tool

79%

of customers who enrolled with assistance from an Assister received financial help



Open Enrollment 7: By the Numbers

310%

Increase in time users spent on the updated Spanish marketing website over the prior Open Enrollment period



61%

Increase in time users spent on the marketing website over the prior Open Enrollment period



4.76%

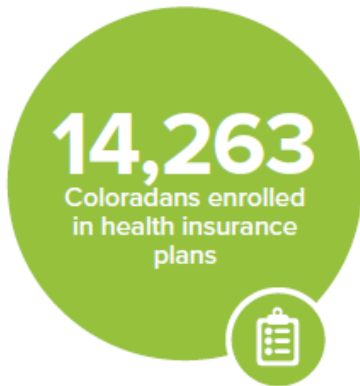
Increase in website visits through an organic search (Googling us)



32
sponsorships
(increased from 15 in 2019)



Emergency COVID SEP: By the Numbers



HIGHLIGHTS

236 mentions in news media

From the Durango Herald to the Summit Daily to the Colorado Sun, we used traditional news media to reach every corner of the state

Paid Social media campaign garnered more than 5 million impressions and 11,000 clicks to the website

Online ad campaign resulted in just under 5 million impressions and over 7,700 clicks to the website