COVID Special Enrollment Period
Observations and Lessons Learned

Board Committee Meetings
September 28, 2020
COVID SEP Enrollments

14,263 Coloradans enrolled in health insurance plans

ConnectforHealthCO.com
• Distribution of enrollments by income level was consistent with existing customer base.
• Higher proportion of enrollments were under 35 years old compared to open enrollment.
• Higher proportion of enrollments in silver plans compared to open enrollment.
• Lower proportion of enrollments from rural counties compared to open enrollment.
COVID SEP Lessons Learned

- Capability to specifically identify the enrollments coming from the emergency event.
- The need to make adjustments quickly to the enrollment platform to allow for self service shopping.
- Collaboration with the health plans to provide flexibility in enrollment timing for emergency events.
- Coordination with brokers and assisters in increasing assistance during emergency events.
- Utilizing our relationships with other SBM’s in developing best practices.
- Value of outreach campaigns in educating and increasing traffic to website (see following summary and analysis of marketing campaign).
Emergency COVID SEP Outreach Campaign

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
COVID SEP Web Traffic

(ad buy period March 20 – April 3)