

# American Rescue Plan: Marketing and Outreach

June 14, 2021

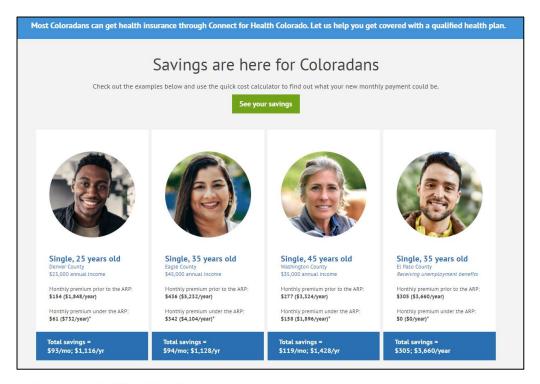






#### Website

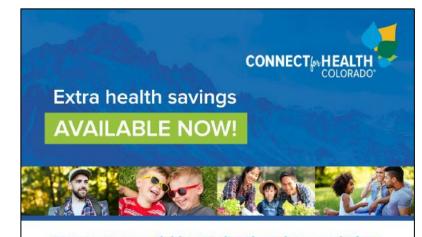
- We updated 16 pages on the website with new information about the savings
- Created new eye-catching graphics letting customers know how much they can save. These graphics are
  used on social media as well as email marketing, so customers see consistent imagery throughout all our
  marketing campaigns
- The 'Get Financial Help' page had a 433% increase in traffic the week after we updated the website





# **Email Marketing**

- Campaign kicked off May 17
- 9 emails to each group between May 17-August 15, so 45 emails total
- Average open rates of the emails we've sent range from 30-46%
- Audience breakdown
  - Current customers who are financially assisted
  - Current customers who are non-financially assisted
  - People who applied for Medicaid but were deemed not eligible
  - Customers who had coverage with us in PY2020 but didn't submit for PY2021
  - Customers who submitted for PY2021 but never completed the process to effectuate



#### More savings available to Coloradans than ever before

Thanks to the American Rescue Plan, extra savings are now available to many more of our customers like you. We understand that you are already receiving financial help, but we encourage you to <a href="mailto:update\_your account">update\_your account</a> to see if you are eligible for more savings. If you previously worked with a broker or an assister, they can also help you see if you are eligible for savings.

The sooner you update your account, the sooner your additional savings will be applied to your health insurance plan. Contact your assister or broker today, or <u>find help near you</u>.

Learn More





### Social Media

 Social media goals during ARP: creating posts that let people know that they likely qualify for more savings; lead people to the website & QCPF; pushing customers to enrollment assistance





# Spreading the Word: Earned Media

- Issuing monthly press releases in English & Spanish
- Media wins:
  - Denverite reporter Kevin Beaty interviewed customers who received unemployment benefits and who qualified for \$0 plans
  - El Semanario article focusing on increased savings and enrollment assistance





CONNECT HE

# Stakeholder Engagement

- Our approach was to communicate early and often with:
- Assisters, Brokers, Issuers, Advocates, DOI, HCPF, Counties, State Legislators and the Governor's Office, CDLE, Community Partners.
- Each of these stakeholders also helped us get the word out using our online toolkit.



#### Online Toolkit

 Call to Action: Please share out this online toolkit, which includes newsletter copy, brochures and social media content in English and Spanish - <a href="http://c4h.co/ARPtoolkit">http://c4h.co/ARPtoolkit</a>







### Outreach

• Our outreach efforts thus far have been statewide, and to a variety of stakeholder groups and potential customers, such as to the service industry, the event industry, and key audiences in the LGBTQ, Black and Latinx populations.

#### **WINS:**

**Colorado Department of Labor and Employment:** Two emails sent to all unemployment beneficiaries via CDLE's weekly claimant email (one in April one in May)

**Small Business/Chambers**: Boulder County Chamber, South West Chamber of Commerce, Grand Junction Chamber of Commerce, Colorado Women's Chamber of Commerce, Colorado Black Chamber of Commerce

**Restaurant Groups:** Newsletters entries and social media posts with The Colorado Restaurant Association; Denver area restaurant groups such as Edible Beats

## Service Center & MSU – ARP Update

Inbound **Call Volumes**: Calls Answered vs. *Forecast* 

April: Faneuil 13,558 vs. 14,476 MSU: 2,215 vs. 1,953

May: Faneuil 11,592 vs. 13,188 MSU: 1,848 vs. 2,020

Inbound **Chat Volumes**: Chats Answered vs. *Forecast* 

April: 3,240 vs. *3,697* 2020: 5,386

May: 2,794 vs. 2,151 2020: 2,192

Service Level: Average Speed of Answer:

April: 97.27% April: 15 Seconds

May: 97.56% May: 14 Seconds



# Post OE8 Enrollment at a Glance (May 2021)

- As of May 31, an additional 26,588 individuals submitted for Medical Coverage in 2021
- Of those, 13,325 submitted after the new ARPA eligibility was live (from April 15<sup>th</sup> May 31<sup>st</sup>)
- Of those, 8,065 individuals submitted for Medical Coverage in the month of May
- Our highest single-day submissions was 644 individuals on April 30<sup>th</sup>

