

American Rescue Plan Enrollment Report

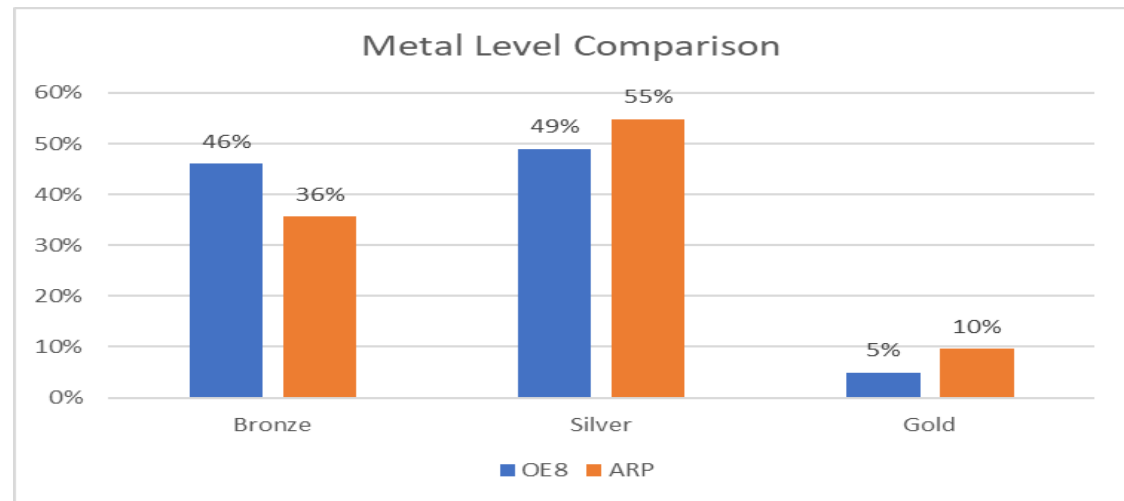
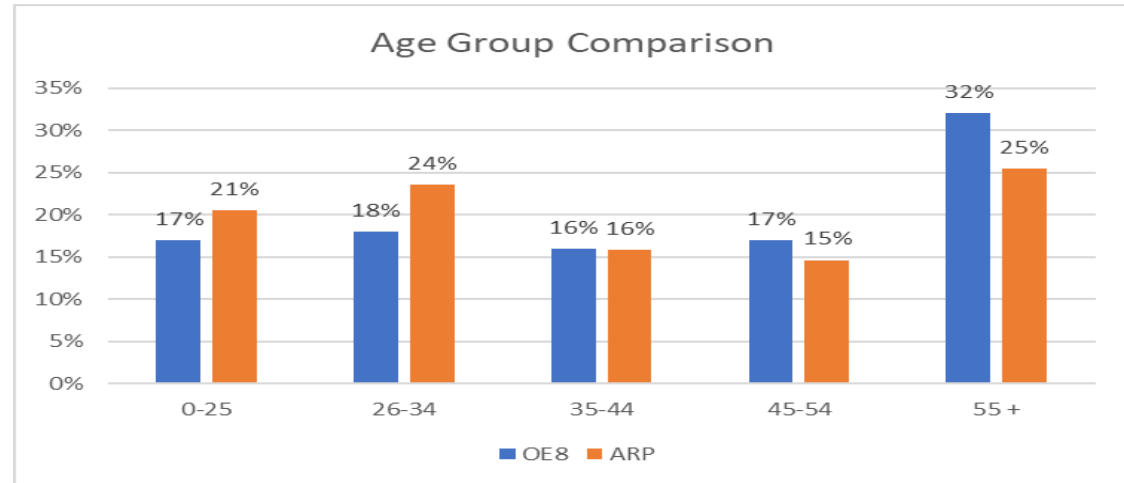
Connect for Health Colorado Board of Directors
November 8, 2021



ARP Enrollment Summary (April 15 – August 15 2021)

- 95% increase in plan submissions over same period prior year (30,700 vs 15,700)
- Effectuation rate of 86% - 26,000 enrollments – compares to 93% OE8
- Slight increase in share of urban enrollments - 76% during ARP vs 75% OE8
- 45% decrease in household net premiums (enrollees that redetermined)

ConnectforHealthCO.com



ARP Marketing/Outreach Activity

August 1 – August 15

- 86k website visitors (up 202% YoY)
- Assistance Network held 640 appointments (up 30% yoy)
- Broker Leads: 1801 (up 65% yoy)

April 15- August 15

- 386k web visitors (up 72% yoy)
- Assistance Network held 4,469 Appointments (up 19% yoy)
- Broker leads: 9528 (up 43% yoy)