

# COVERCO

2021 Wrap Up



# CoverCO Overview

- Virtual conference held October 5-October 7
- Theme: Moving Forward Together
- 23 concurrent sessions, including regional data + outreach presentations
- 3 general sessions: policy panel, equity keynote, and compassion fatigue + burnout keynote



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# Alignment with C4's Strategic Plan

- C4's role as a convener
- Free to all Colorado Brokers and Assistants to provide the technical and policy information they need for a successful open enrollment = increasing enrollment and customer satisfaction



# Alignment with C4's Strategic Plan

- Equity keynote: better serve more Coloradans as we implement HIAE, and serve more Coloradans who face structural barriers to health coverage
- Small Business breakout: increase enrollment among small biz and their employees
- Rural Health panel: increase number of C4 led rural policy discussions
- Issuer presentations: demonstrating the value of our partnership with health insurance companies
- Mixed Eligibility Households and Coverage for Immigrants: increasing enrollments and making sure customers get covered, stay covered, and use their plan



# CoverCO by the Numbers

- 80 speakers, moderators, subject matter experts
- 784 registrations- 22% increase from 2020
  - Brokers: 318
  - Community Based Assisters: 164
  - Clinic, Hospital, or Healthcare Org: 118
  - County/State Staff: 45
  - Other: 59



# Evaluations

99 Responses

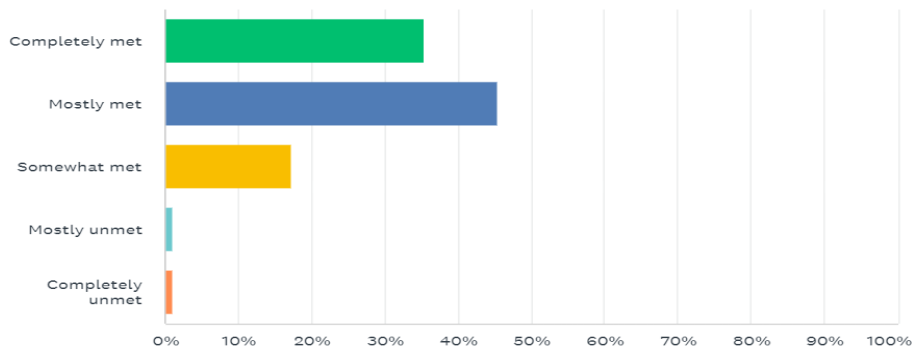


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# 80% said goals completely or mostly met

To what extent were your goals for attending the conference met? (Choose one)

Answered: 99 Skipped: 0



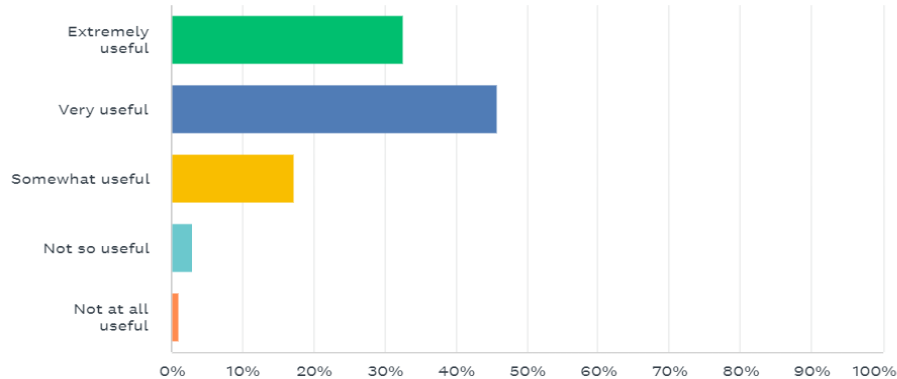
ANSWER CHOICES	RESPONSES
▼ Completely met	35.35% 35
▼ Mostly met	45.45% 45
▼ Somewhat met	17.17% 17
▼ Mostly unmet	1.01% 1
▼ Completely unmet	1.01% 1
<b>TOTAL</b>	<b>99</b>



# 78% said extremely or very useful to health coverage work

To what extent was CoverCO 2021 useful in your health coverage work?

Answered: 98 Skipped: 1



ANSWER CHOICES	RESPONSES
Extremely useful	32.65% 32
Very useful	45.92% 45
Somewhat useful	17.35% 17
Not so useful	3.06% 3
Not at all useful	1.02% 1
<b>TOTAL</b>	<b>98</b>



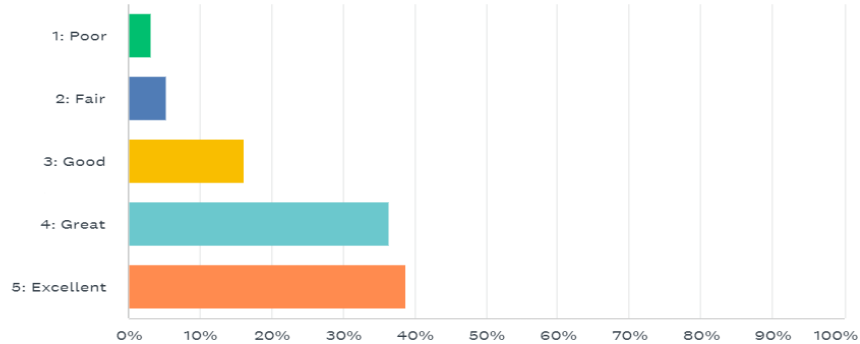
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# 75% said the Equity keynote was Great or Excellent

On a scale of 1 to 5, what did you think of our equity keynote with Dr. Dwinita Mosby Tyler? Any feedback?

Answered: 93 Skipped: 6



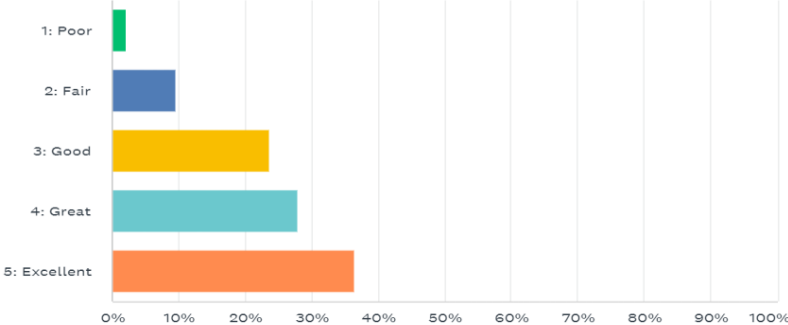
ANSWER CHOICES	RESPONSES
1: Poor	3.23% 3
2: Fair	5.38% 5
3: Good	16.13% 15
4: Great	36.56% 34
5: Excellent	38.71% 36
<b>TOTAL</b>	<b>93</b>



# 65% said the burnout keynote was Great or Excellent

On a scale of 1 to 5, what did you think of our compassion fatigue and burnout keynote, Barbara Rubel? Any feedback?

Answered: 93 Skipped: 6



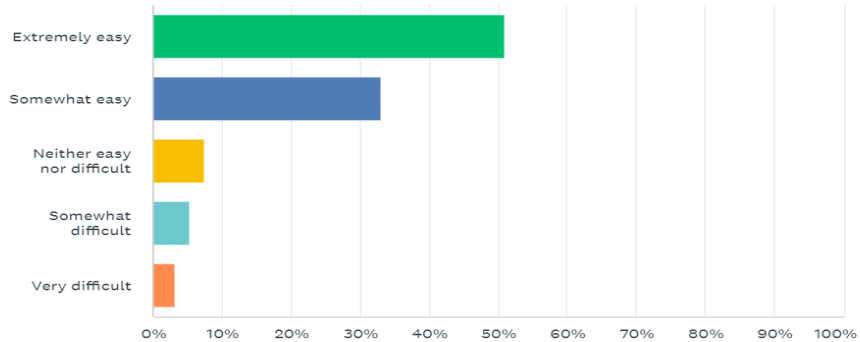
ANSWER CHOICES	RESPONSES
1: Poor	2.15% 2
2: Fair	9.68% 9
3: Good	23.66% 22
4: Great	27.96% 26
5: Excellent	36.56% 34
<b>TOTAL</b>	<b>93</b>



# 84% said Airmeeet was extremely or somewhat easy to navigate

How easy was it to navigate Airmeeet, the virtual conference platform?

Answered: 94 Skipped: 5



ANSWER CHOICES	RESPONSES
Extremely easy	51.06% 48
Somewhat easy	32.98% 31
Neither easy nor difficult	7.45% 7
Somewhat difficult	5.32% 5
Very difficult	3.19% 3
<b>TOTAL</b>	<b>94</b>



# How did we get there?

- Lots and lots of stakeholding!
  - Last year's evaluations
  - Pre-conference content and needs survey
  - Ideas from C4 Assister and Broker teams
  - Feedback from Assister and Broker office hours/calls
  - Draft agenda pressure tested with Covering Kids and Families Assisters
  - Input from Planning Committee

Thank you  
Planning  
Committee  
members:  
CCHI, CKF, and  
HCPF!



# Looking Forward

- Always trying to find the right balance providing content to the new vs. experienced; brokers vs. assisters
- More time for issuer presentations
- Provide meaningful peer-peer opportunities
- Planning Committee will reconvene in April to start planning 2022!



Thank you!

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RESOURCES.  
CONNECTIONS.  
SUPPORT.