

External Affairs--Open Enrollment Readiness

October 13, 2025



Open Enrollment Outreach



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Open Enrollment 13 Outreach

Timeline & Key Activities

- **Jan–Sep | Build & Engage:** Laying the foundation for OE visibility.
 - Grassroots Outreach - community events, local engagement, and presence in trusted spaces.
 - Grasstops Outreach - building partnerships with key leaders and organizations.
- **Oct | Strengthen Relationships:** Maintain and follow up with 800+ relationships.
 - Share toolkits, print materials, newsletter content, and presentations to help partners prepare for OE.
- **Nov–Jan | Open Enrollment:**
 - Serve as primary point of contact for community partners--sharing updates, responding to questions, and supporting any other needs.
 - Expand C4 digital and print visibility through our partners.
- **Year-Round | Sponsorships & Awareness:** Maintain community trust through strategic partnerships and maintaining brand visibility statewide.

Enrollment Assistance

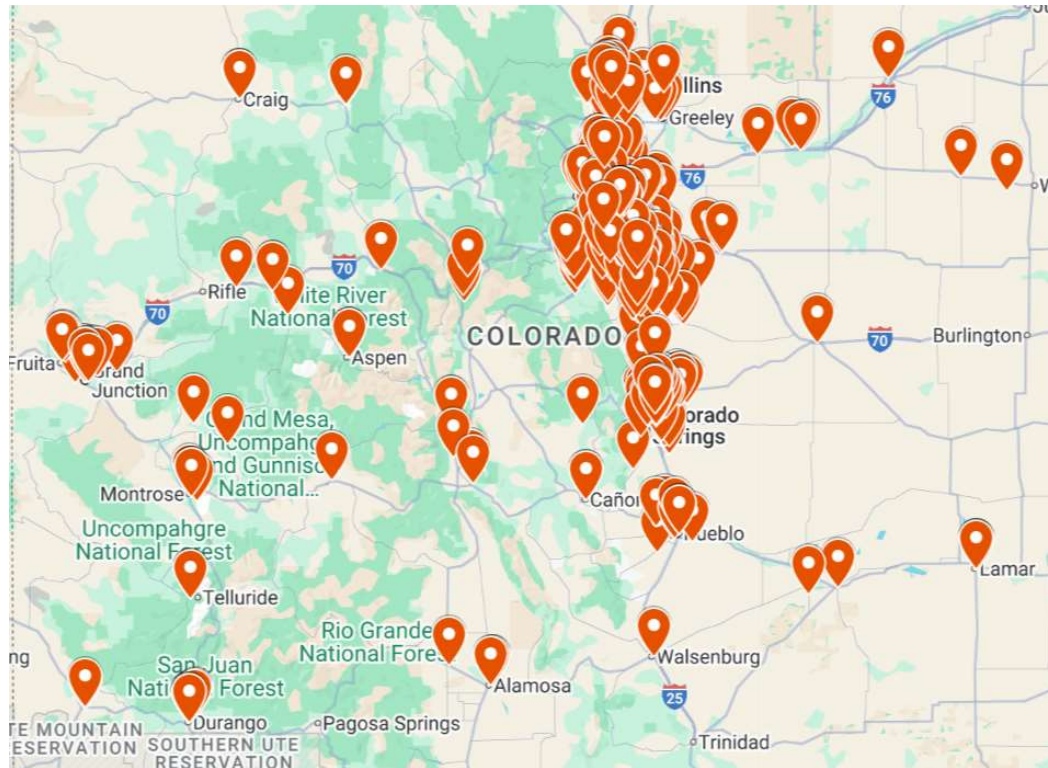


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Assistance Network and Broker Network

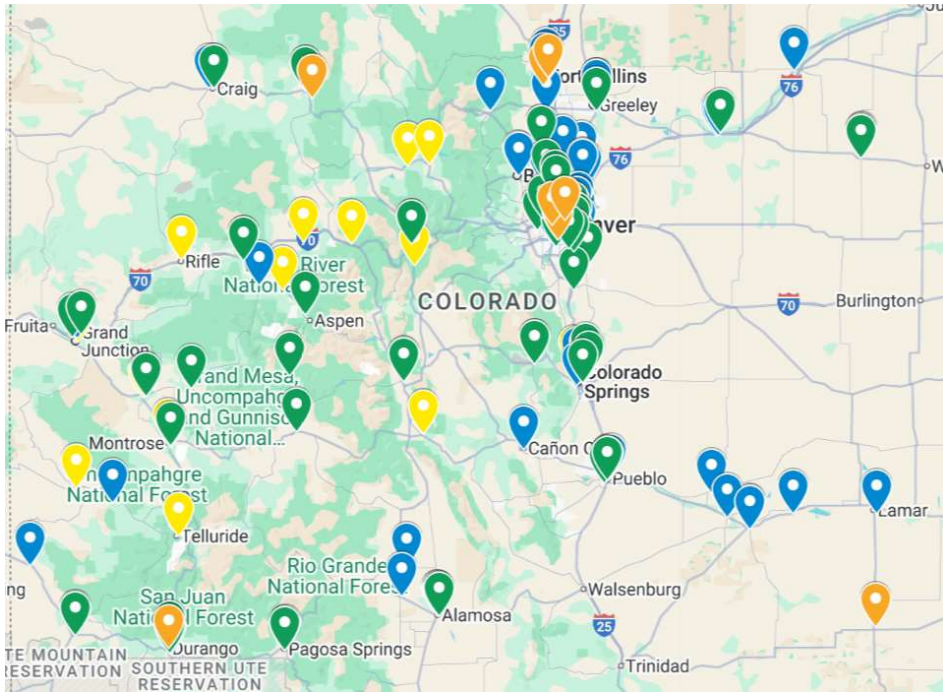
- Completing Certification
- CoverCO Conference & Networking Events
- Enrollment Events
- Issue tracking/reporting
- Updates via calls & Alerts

Enrollment Coverage--Brokers



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Assister Coverage



Green: Enrollment Centers

Blue: Certified Application Counselor Locations

Yellow: Assistance Sites

Orange: Referral Partners

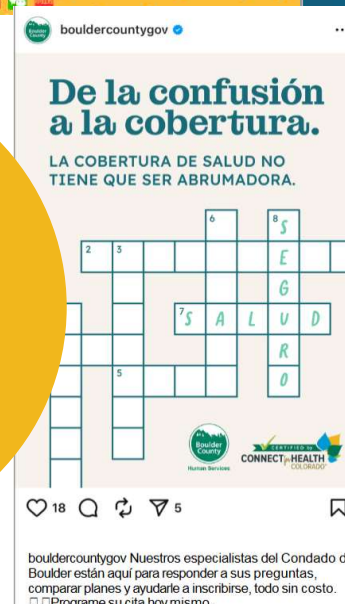
Enrollment Center Shared Marketing

20 Enrollment Centers around the state participate in Shared Marketing.

Connect for Health Colorado matches funds spent by the Enrollment Center to double the marketing effort.

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Types of Shared Marketing campaigns include radio, print flyers, social/digital and signs.



Marketing & Communications--Open Enrollment Assets

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[English & Spanish Versions](#)

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Open Enrollment Toolkit

Brochure

Online Store

Social Media Toolkit

- Facebook | Instagram | Twitter | Stories | Threads
- Social Media Scripts

Rack Cards:

- Overview Card
- Financial Help Card
- Job Loss Card
- Qualified Life Events Card

EXAMPLES



ENROLL TODAY
in health insurance

At **Connect for Health Colorado**, our mission is to increase access, affordability and choice for individuals, families and small businesses purchasing health insurance in Colorado.



**Mark your calendar for the Open Enrollment Period!**
NOVEMBER 1 - JANUARY 15

You can enroll in private health insurance and apply for financial help during the annual Open Enrollment Period.

Outside of the Open Enrollment Period, you can enroll in a new plan if you experience a Qualifying Life Change Event.

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Shop plans to find the right choice for you



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CONNECT for HEALTH
COLORADO

- Talking Points
- Themes to Emphasize
- Changes to Financial Help
- OmniSalud Lottery
- What Customers Need to Know
- Updates to the Shopping Experience
- FAQ Section
- Will be Updated Throughout Open Enrollment



Open Enrollment Messaging Platform

What You and Our Customers Can Expect This Open Enrollment

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Go-to-Market Campaign

Primary Objective: Maximize customer retention while ensuring all Coloradans receive available financial assistance and find coverage that meets their needs and budget.



AUDIENCES

- **Primary Target Audience:**
Individuals 55 - 64 years with subsidy
- **Secondary Target Audiences:** Lower Income, Cost-sensitive
- **Tertiary Target Audiences:** Young Independents 25 - 40 years
- **Fourth Target Audience:** Lapsed Customers

Customer retention is our top priority.

New enrollments are a close second



KEY MESSAGES & POSITIONING

Reassuring & Guiding Customers to Solutions

Our Core Message: *“As Colorado's trusted health insurance partner, Connect for Health Colorado provides customers with current information and personalized guidance to make confident coverage decisions.”*

Messages
You'll See
During The
OE
Campaign

Savings & Affordability

Choice & Empowerment

Guidance

Quality & Trust

Staying Insured (value for money)

Urgency



Channel Strategy

ENGLISH & SPANISH CAMPAIGN

- Website
- Email
- Organic & Paid Social
- Digital Advertising
- Digital Display
- Search Retargeting | Paid Search
- Native | CTV | Video
- Earned Media
(interviews/articles/print/radio)
- Community Outreach



Questions?

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