

Bringing OE13 to Life

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What We're Going For

Help returning customers re-enroll for 2026

Help new customers enroll for 2026

Remind lapsed customers of the value of health insurance through the marketplace

Educate Coloradans on the changes for plan year 2026 and what they need to do to get coverage that starts January 1



This Year is Different...



KEY MESSAGES AND POSITIONING

Reassuring and 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.”*



Savings and Affordability

Choice and Empowerment

Guidance

Quality and Trust

Staying Insured (Preparation, Value)

Urgency

**KEY MESSAGES &
POSITIONING**

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- **Primary:** Individuals 55 - 64 years, subsidy-dependent
- Lower Income, cost-sensitive
- Young Independents 25 - 40 years
- Lapsed Customers
- Submitted but not enrolled

**Top Priority for
OE 13: Customer
retention**

**Secondary
Priority:
New enrollments**

The Open Enrollment Campaign



English +
Spanish

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

MARCO :15 Video: CTV | YouTube



Whole Ensemble :30 Video: CTV | YouTube



- 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

Internal Campaign

Open Enrollment
Messaging Platform
PY26

What You and Our
Customers Can
Expect This Open
Enrollment



English and Spanish Versions

[ConnectforHealthCO.com](https://connectforhealthco.com)

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



Things may change...

...and we'll be in touch if they do!

Regardless, let's make OE 13 our best yet!