

Open Enrollment MarCom Strategy

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Net premiums for currently financially assisted (FA) customers will **increase an average of 100%.**



Campaign Goals:

Help returning customers re-enroll for 2026

Educate & Help new customers enroll for 2026

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

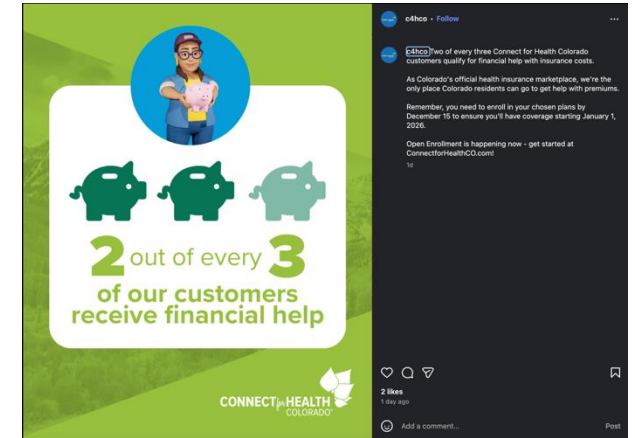
Inform Coloradans about the changes for plan year 2026 and what they need to do to get coverage that starts Jan. 1

Campaign & Messaging Strategy

ConnectforHealthCO.com

Phase 1: What You Need to Know

November 1 – December 15



Phase 2: We're Here for You

December 16– December 29



Phase 3: Act Now

December 30 – January 15



6 Core
Audiences
+ **NEW**
Customer
Acquisition



Who We're Reaching

Audience	New/Existing
Under 100% FPL and Over 400% FPL: Affordability concerns, eligibility for financial help, what's changed	Existing Customers
Over 400% and NFA: See if you qualify, compare plans, CO Option, HSA eligibility	Existing Customers
100-400% FPL: Explaining Colorado Premium Assistance (CPA) and how it helps offset loss of federal tax credits.	Existing Customers
SBNE: Customers who have started and not completed an application	Existing Customers
AABNE: Customers just over Medicaid income range.	Existing Customers
Lapsed: Past customers who did not enroll for 2025.	Past Customers

Campaign Snapshot

To view this email as a web page, go [here](#).



Open Enrollment is here!

November 1, 2025 through January 15, 2026 is the time when you can choose or change your health insurance coverage for the coming year.

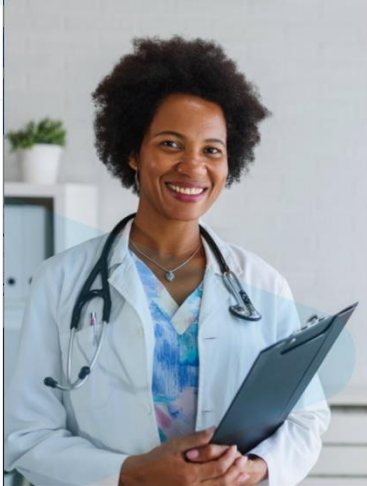
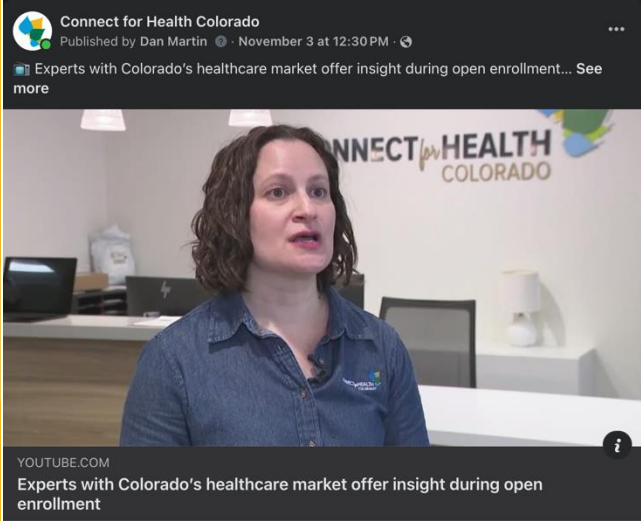
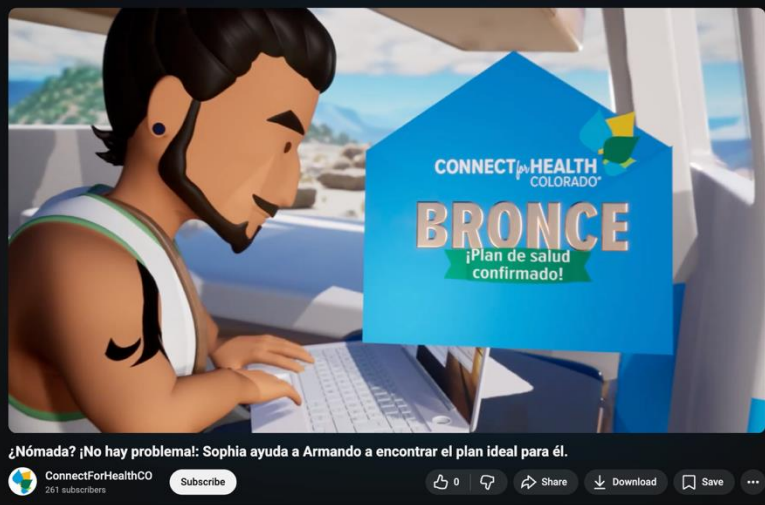
You must enroll by December 15 to ensure you will have coverage starting on January 1, 2026. You can still enroll as late as January 15.

Because of policy changes and expiring programs, your eligibility for financial assistance may have changed. Make sure to review plans and options closely to make sure you understand all costs and benefits.

Tips to help you review your plans

If you are no longer eligible for financial assistance or receive less financial support than in years prior, here are a few things to keep in mind when looking at the options

connectforhealthco.com





What's Next?

- Measuring performance and activity
- Adjusting and iterating based on sentiment and other factors
- Preparing for contingencies
- Doing right by our customers