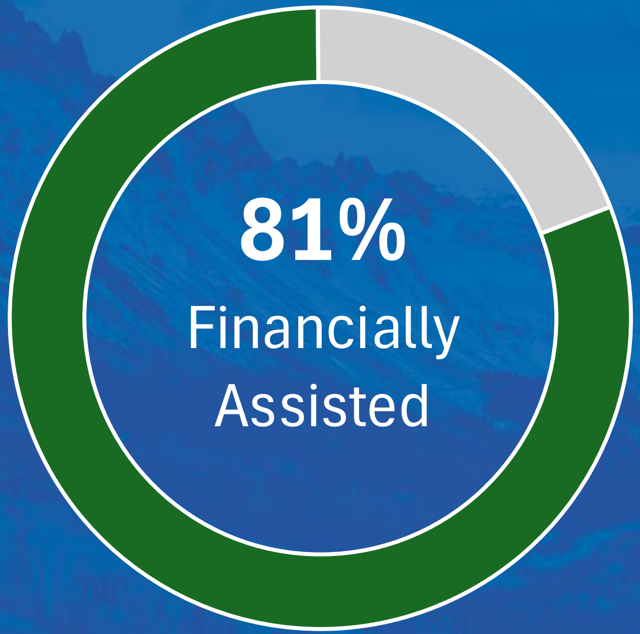
Open Enrollment MarCom Strategy

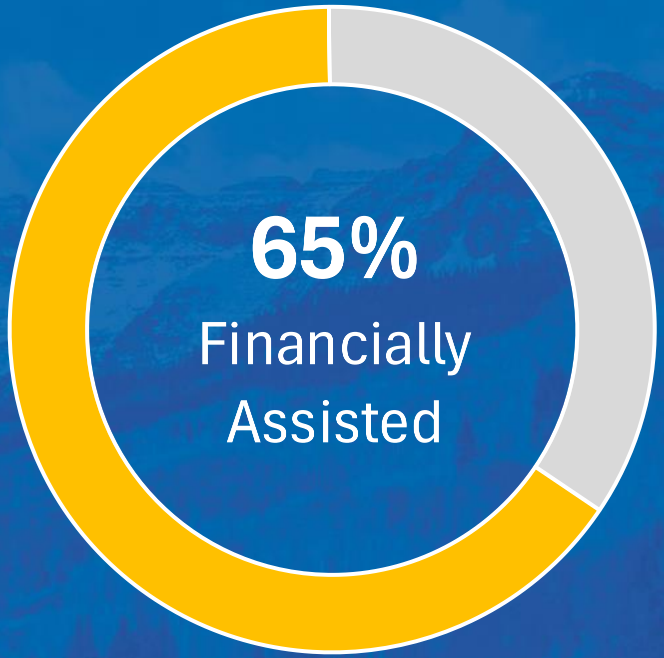
Ron Zwerin

ConnectforHealthCO.com

Plan Year 2025



Plan Year 2026



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

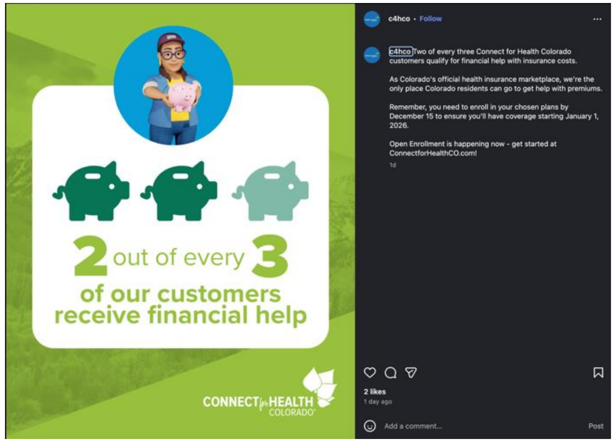
Inform Coloradans about the changes for plan year 2026 and what they need to do to get coverage that starts Jan. 1

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

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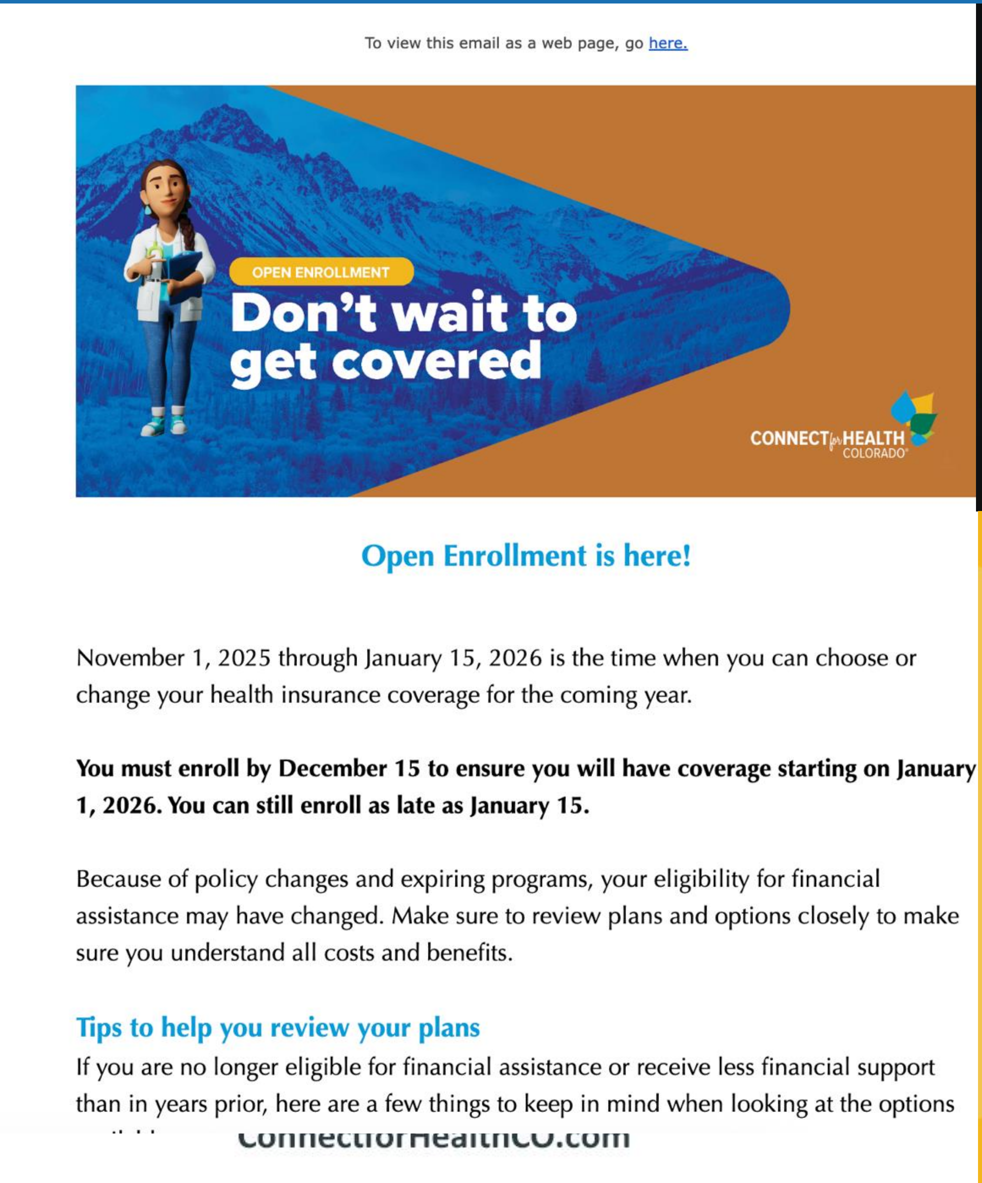
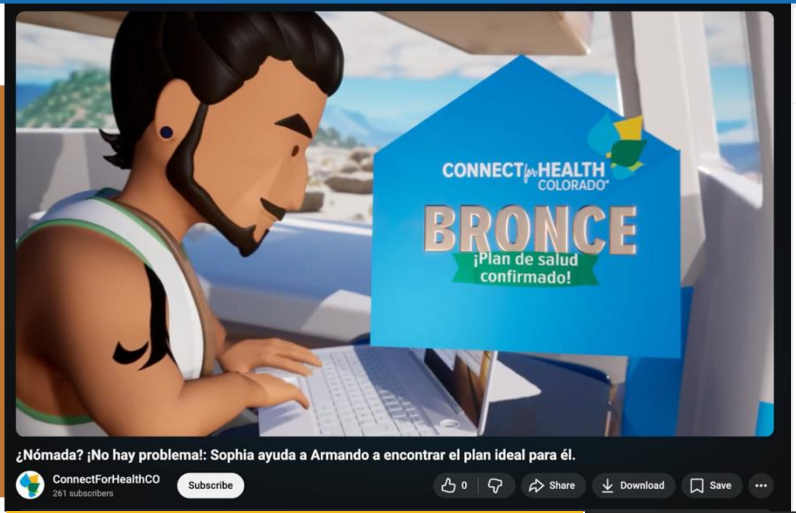
6 Core Audiences + **NEW** Customer Acquisition

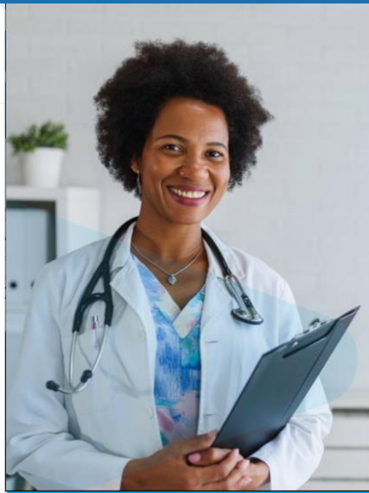
Who We're Reaching

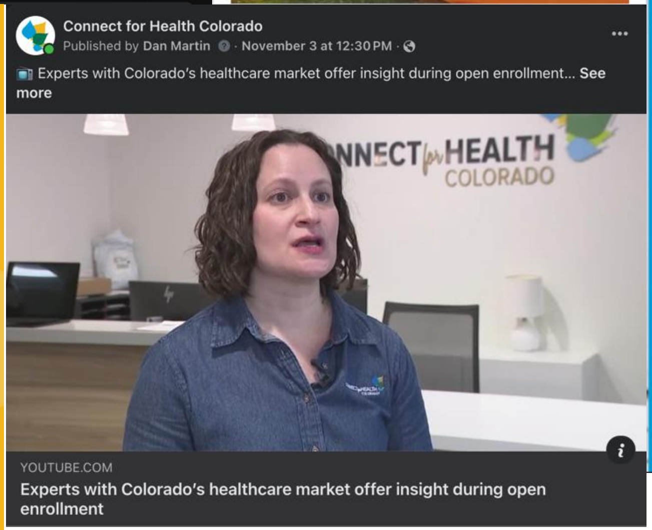
Audience	New/Existing
Under 100% FPL and Over 400% FPL: Affordability concerns, eligibility for financial help, what's changed	Existing Customers
Over 400% and NFA: See if you qualify, compare plans, CO Option, HSA eligibility	Existing Customers
100*-400% FPL**: Explaining Colorado Premium Assistance (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









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What's Next?

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

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