



Lessons from Open Enrollment

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Individuals

The screenshot shows the homepage of the Connect for Health Colorado website. At the top, there is a browser address bar with the URL 'c4hco.wpengine.com'. The website header features the 'CONNECT for HEALTH COLORADO' logo on the left, a search bar, and a phone number '855-PLANS-4-YOU (855-752-6749) | En Español | Help Center' on the right. Below the header is a navigation menu with links for 'Get Started', 'How It Works', 'Insurance Basics', 'News & Events', 'Connect', and 'About Us'. A teal banner below the navigation contains the text 's ticker which will provide updates on current events'. The main content area features a large image of a family and the text 'Health Insurance for Individuals & Families', with 'Learn More' and 'Shop Now' buttons. Below this is a horizontal carousel with four categories: 'Individuals & Families', 'Young Adults', 'Employees', and 'Employers', each with a representative image. At the bottom, there are three columns of content: 'Is this for me?', 'Exclusive Savings', and 'Learn about the Marketplace', each with a brief description and a small image.

Small Business

The screenshot shows a web browser window with the URL c4hco.wpengine.com/get-started/employers/. The page features the Connect for Health Colorado logo, a navigation menu with links for 'Get Started', 'How It Works', 'Insurance Basics', 'News & Events', 'Connect', and 'About Us', and a search bar. A 'Breaking News' ticker is visible. The main content area is titled 'Employers' and includes a 'Shop Now' button. Below this, there is a text block about the benefits of offering health insurance to employees and a sidebar with 'Additional Resources' such as 'County Snapshots', 'Insurance 101', and 'Calculate your savings'.

Employers | Connect for Health Colorado

855-PLANS-4-YOU (855-752-6749) | En Español | Help Center

Search ...

Get Started | How It Works | Insurance Basics | News & Events | Connect | About Us

Breaking News: This is a breaking news ticker which will provide updates on current events

Employers

Shop Now

Small businesses and nonprofits know the ability to offer employees quality health insurance is a competitive advantage in the labor market. Providing health insurance to employees helps you recruit and retain the best talent. It also helps keep your employees healthier, happier and more productive, which makes good dollars and sense. We're here to help.

Making group health insurance easier

Connect for Health Colorado offers many ways to improve the process of covering your employees.

Additional Resources

- County Snapshots**
Your health coverage options by county
- Insurance 101**
Learn about health insurance
- Calculate your savings**
See how much you can save

Results as of 4/15/2014

- Total Unique Website Visitors 1, 285,098
- Total Calls and Chats with Service Center 334,507
- Total Accounts Created 267,957
- Total Coloradans Enrolled 305,741

Results to 4/15/2014

- **Enrollment Details**

- **Medicaid** **178,508**
- **Commercial Insurance** **127,233**
- **Financial Aid Received** **59%**

- **Demographics**

- **Male / Female** **48% / 52%**
- **Ages** **< 18** **13%**
 - » **18 – 25** **7%**
 - » **26 – 34** **17%**
 - » **35 – 44** **15%**
 - » **45 – 54** **19%**
 - » **55 – 64** **29%**

Results to 4/15/2014

- **444** Certified Health Coverage Guides
 - 53 Outreach Organizations
- **392** Certified Application Counselors
 - 40 Organizations
- **1556** Certified Brokers and Agents
 - 1500+ Carrier Dedicated Sales Agents

Lesson #1: *Partner Up*

- Stakeholders
- Carriers
- Brokers and Agents
- **Managing General Agents**
- Health Coverage Guides/Consumer Advocacy Groups
- Contractors
 - **Software Development**
 - **Sales Center**
 - **External Sales teams**

Lesson #2: *Listen Up*

- Establish your Value Proposition with your Customers
- **Ask for advice from all Stakeholders**
- Listen to your allies
- Listen even closer to your critics
- Listen to **all** staff members
 - Hire to and encourage diverse points of view

Lesson #3: *Speak Up*

- Communicate Consistently
 - To every partner and stakeholder
- Communicate Externally and Internally
- **Train, train, and train again**
 - **All sales and service channels**
- Anticipate and diffuse stakeholder concerns

Lesson #4: *Grow Up*

- Commit to constant process improvement
- Give your staff support and room to grow
- Constantly but carefully add capabilities
- **Growth can happen from collaboration**

Questions?

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Production per Million of Population

Colorado population: **5, 268,000**

•Total Unique Website Visitors .244

•Total Calls and Chats .063

•Total Accounts Created .051

•Total Coloradans Enrolled .058