



DEFINING THE NARRATIVE

Consistent Communication During Uncertain Times

Building Better Health

September, 26, 2017

Key Messages

- We are updating our **Message Guide** and will make it available to Brokers and Assistants in Box when it is complete.
- A one-page handout is available to you in the room today, which covers these topic areas:
 1. **Costs & Affordability:** Even if you make as much as \$45,000 a year (\$98,000 for a family of four) you can get financial help.
 2. **Open Enrollment Period** is November 1, 2017 – January 12, 2018, with December 15th being the deadline for January 1st coverage.
 3. **Full Cost of Coverage:** The Quick Cost & Plan Finder tool now helps you estimate prescription costs as part of overall out-of-pocket costs.
 4. **Free, In-Person Help:** Health insurance can be complicated but there is help.
 5. **Uncertain Political Climate:** Do I still need coverage? Yes, protect your health and financial future.
 6. **The Penalty:** It's still the law.

Email Outreach

Separate campaigns planned for these groups:

- Current customers
- Lapsed customers
- Approved for APTC but not enrolled (yet) customers

Timing - Three sends to each group around the following dates:

- November 1
- December 10
- January 5

Paid Media

Our paid media efforts will be statewide but also will target zip codes with high numbers of eligible but not enrolled. These efforts will run November 1, 2017 – January 12, 2018.

- Online retargeting
- Online search
- Social media
- Streaming radio (Pandora)
- Traditional radio

Earned Media Calendar (subject to change)

	Topic	Notes	Audience	Press Release Dates
September	Colorado Health Access Survey reports gains in coverage, impact on personal bankruptcies, Marketplace enrollments	CEO statement	<ul style="list-style-type: none"> News media Stakeholders 	September 20
October	<ul style="list-style-type: none"> Outreach based on DOI actuarial analysis of benchmark plan and 2018 premiums Quick Cost and Plan Finder Tool enhancements include prescription costs OE5 dates 	<ul style="list-style-type: none"> Press availability Assistance Network News Broker Connect Press release 	<ul style="list-style-type: none"> News media Stakeholders Sales Channels Customers 	October 25
November	<ul style="list-style-type: none"> Start of open enrollment and opening of enrollment centers Plan selection updates OE5 dates 	Channel Communications & Press Release:	<ul style="list-style-type: none"> News media Stakeholders Sales Channels Customers 	November 16
December	<ul style="list-style-type: none"> Deadline for Jan. 1, 2018, coverage is 12/15 Enrollment updates OE5 dates 	Press Releases, blog and channel communications	<ul style="list-style-type: none"> News media Stakeholders Sales Channels Customers 	<ul style="list-style-type: none"> Dec. 2 Dec. 16
January	<ul style="list-style-type: none"> Open Enrollment deadline urgency Enrollment updates OE5 dates 	Channel Communications & Press Releases:	<ul style="list-style-type: none"> News media Stakeholders Sales Channels Customers 	<ul style="list-style-type: none"> Jan. 3 Jan. 17
February	<ul style="list-style-type: none"> End of enrollment summation late January to early February 	Channel Communications & Press Release	<ul style="list-style-type: none"> News media Stakeholders Sales Channels 	<ul style="list-style-type: none"> TBD

Child Health Plan Plus (CHP+) Program

Marc Williams
Public Information Officer



COLORADO

Department of Health Care
Policy & Financing

Our Mission

Improving health care access and outcomes for the **people** we serve while demonstrating sound stewardship of financial **resources**

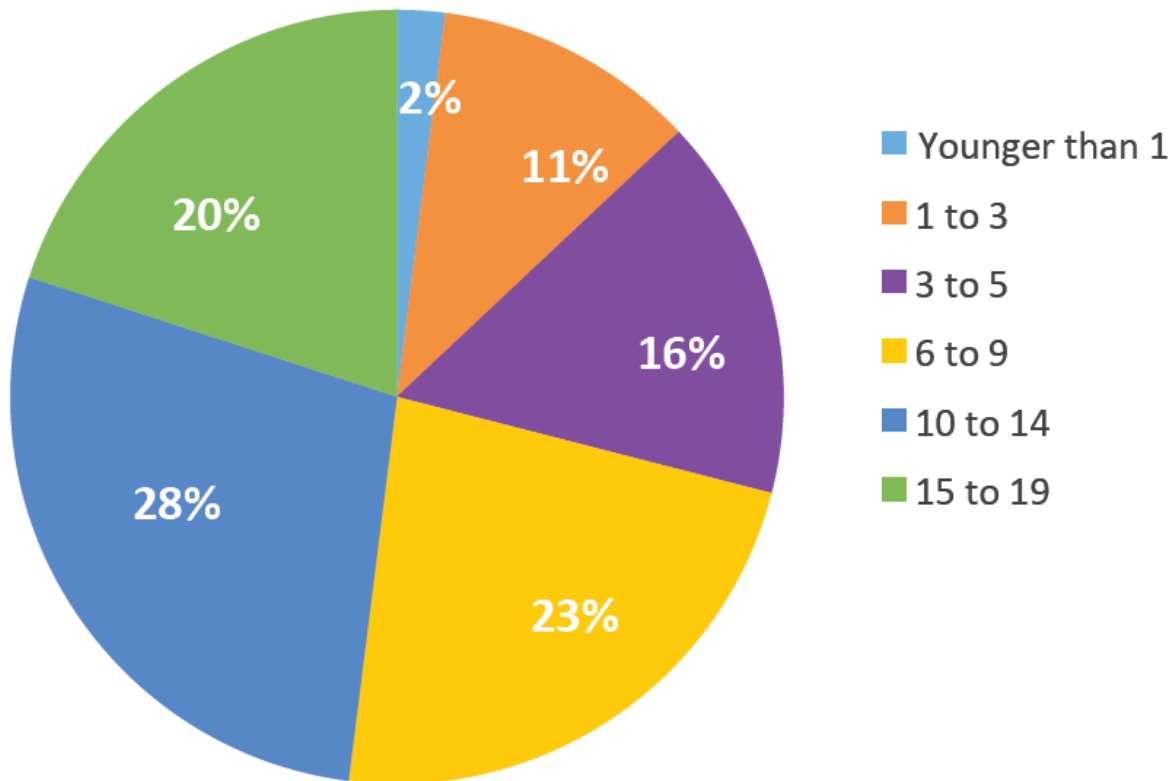


COLORADO

Department of Health Care
Policy & Financing

CHP+ Program Overview

CHP+ Kids by Age



**September
2017
Enrollment:**

**Approx.
75,000 Kids**

**Approx. 800
Pregnant
Women**

Data Note: Data is based on 2016 annual caseload, the latest monthly County by County Caseloads available at Colorado.gov/hcpf

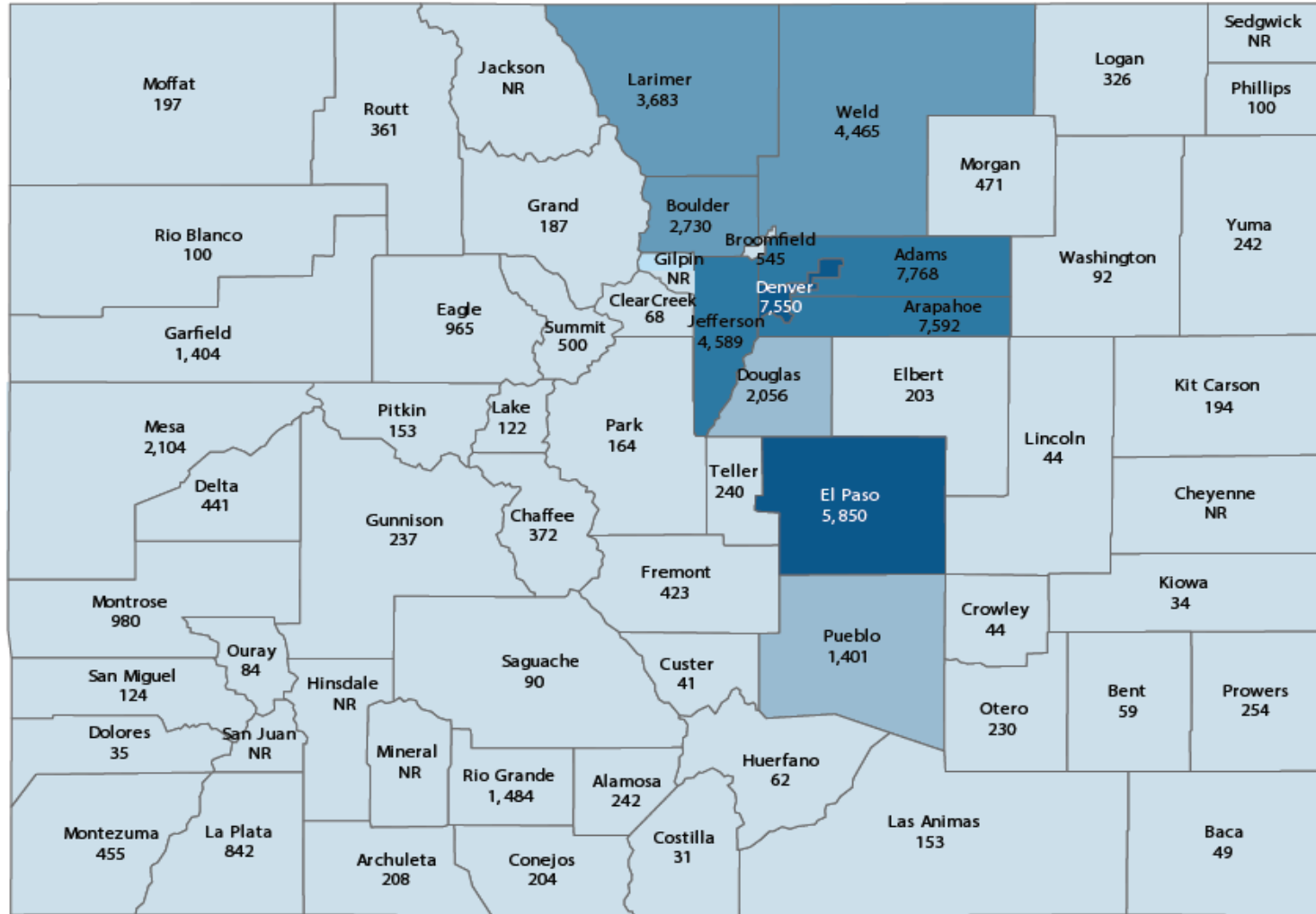


COLORADO

Department of Health Care
Policy & Financing

CHP+ Kids by County in Colorado

December 2016



NR = The number is too small to be reportable per federal privacy rules.



Communication Plan Overview

*** Preliminary Only - May Change Dependent on Congressional Actions**

Audience

CHP+ members

Applicants (*potential members*)

Stakeholders & Partners (CAAS, PE, Counties, MA, Assistors, Brokers, other community partners)

Care Coordinators/Enrollment Broker

HMOs & Providers

FQHCs, hospitals and other safety net (pregnant women)

Funders & Regulators (Legislators, CMS, MSB, OAB)

Now - Oct. 1, 2017

*Oct - Dec 2017

*Jan - March 2018

Call Center messaging (HCPF, enrollment broker, FHC, PEAK/CBMS, MCOs, C4 and CMAP), *Member Correspondence (speed letter & 10 day notice letter), *member websites/Apps, *other letters or *direct outreach

Call center & eligibility partner messaging

E-newsletters (C4 & HCPF), Future of CHP+ page, direct outreach via contract managers, PAC/SubPAC, County Directors, County Connections, CBMS communications, *webinar

E-newsletters (C4 & HCPF), Future of CHP+ page, direct outreach via contract managers, *webinar

Provider newsletters, association leader newsletter, contract manager outreach/in person meetings, provider bulletin, Future of CHP+ page

Association leader newsletter, targeted email blasts, contract manager direct outreach, Future of CHP+ page, *webinar

JBC updates, MSB update, in person, hearings, e-newsletters



Resources for Partners

- For Latest Visit Future of CHP+ site
 - <https://www.colorado.gov/pacific/hcpf/future-child-health-plan-plus-chp>
- [Resource for Call Center Agents](#)
- [CHP+ Member Frequently Asked Questions \(FAQs\)](#)
- *Future Resources - Upcoming webinars, samples of member letters and other resources for partners/stakeholders (**could change based Congressional action*)



COLORADO

Department of Health Care
Policy & Financing

Thank You

Marc Williams
Public Information Officer
Marc.Williams@state.co.us
303-866-3144



COLORADO

Department of Health Care
Policy & Financing



COLORADO
Department of
Regulatory Agencies

Division of Insurance

Consistent Communication During an Uncertain Time

Greetings & Salutations

Vincent Plymell

Colorado Division of Insurance, DORA

Building Better Health Conference 2017



1. Know your options

Know your options

Health First Colorado (Colorado Medicaid)

- Are you eligible?

Individual plan – private insurance

- Do you qualify for a premium tax credit?

Employer-based insurance

- Do you have access through work or a spouse's employment?

2. Look beyond premiums

Look beyond premiums

Your out-of-pocket costs

- Is there a deductible? Co-insurance? Co-payments?

Your health needs

- How does it cover your conditions? Your prescriptions?

Your doctor / your hospital?

- How important are these to you?

3. Understand your plan

Understand your plan

Read the information

- Know where the info is. What are your concerns?

Take advantage of extras

- Nurse lines, discounts, wellness programs, flu shots

Think about emergencies

- How are they covered? What hospitals are in network?

Thank you!

Questions & Concerns about insurance - contact the Division of Insurance

- [303-894-7490](tel:3038947490) / [800-930-3745](tel:8009303745)
- DORA_insurance@state.co.us
- DORA.Colorado.gov/Insurance
- AskDORA.Colorado.gov



COLORADO

Department of
Regulatory Agencies

Division of Insurance