

# Enrolling “Young Invincibles”

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**YOUNG**   
**INVINCIBLES**

# YOUNG INVINCIBLES

A national, nonprofit organization committed to elevating the voices of young adults in the political process, and expanding *economic opportunity* for 18-34 year-olds.

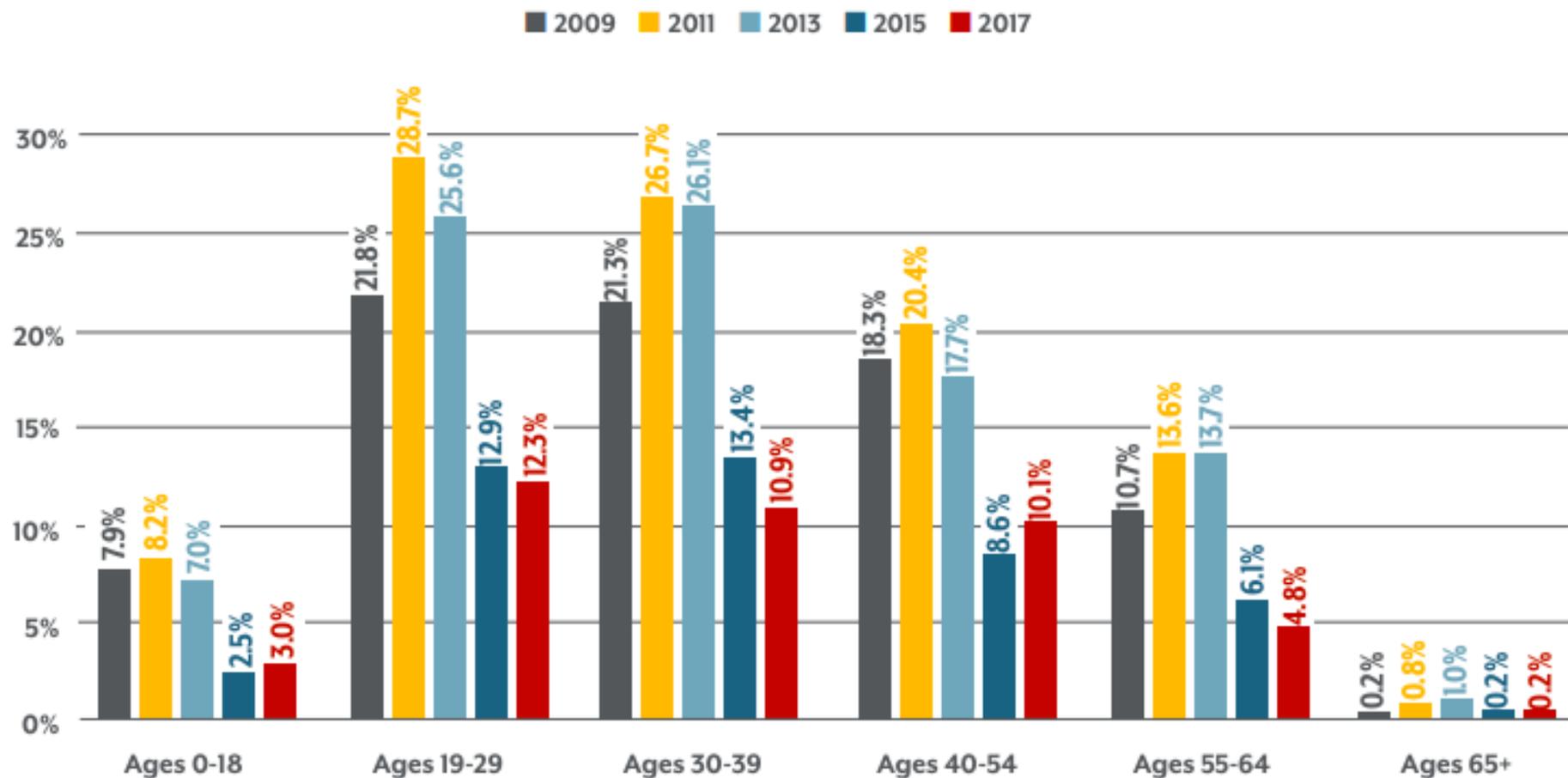
# *Agenda*

- Opportunities
- Plan choices & considerations
- Messaging

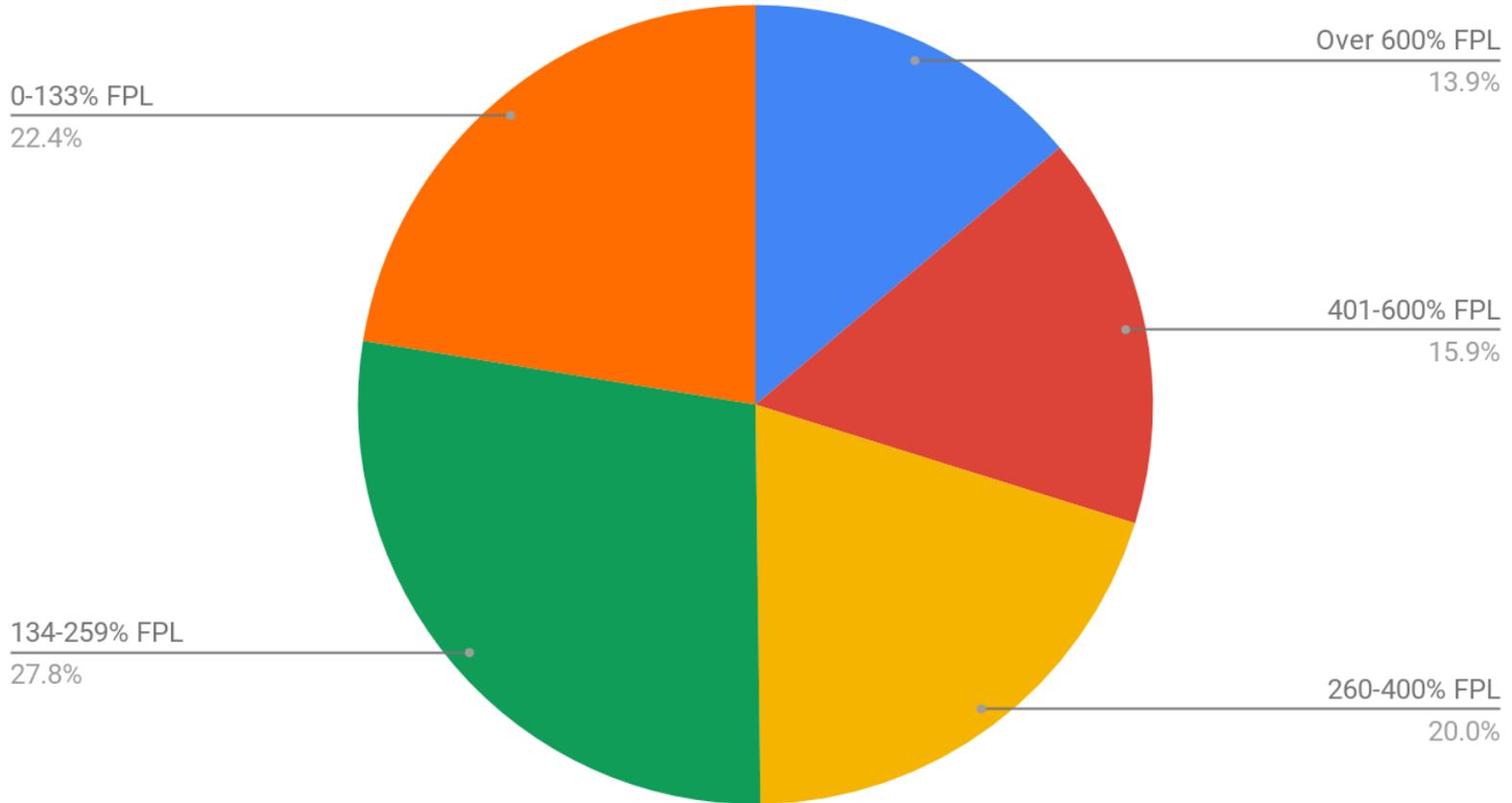
# Opportunities



## Colorado's "Young Invincibles" Have Highest Uninsured Rate



# CO's Remaining Uninsured Young Adults by Income (ages 19-34), 2017



# Confusion Remains

- Most have looked for insurance in the past, but have a general disbelief that insurance will be affordable now
- Most have not heard about costs going down
- Most are unaware of APTCs/CSRs
- Many want help finding a plan

# Choices



# More Options

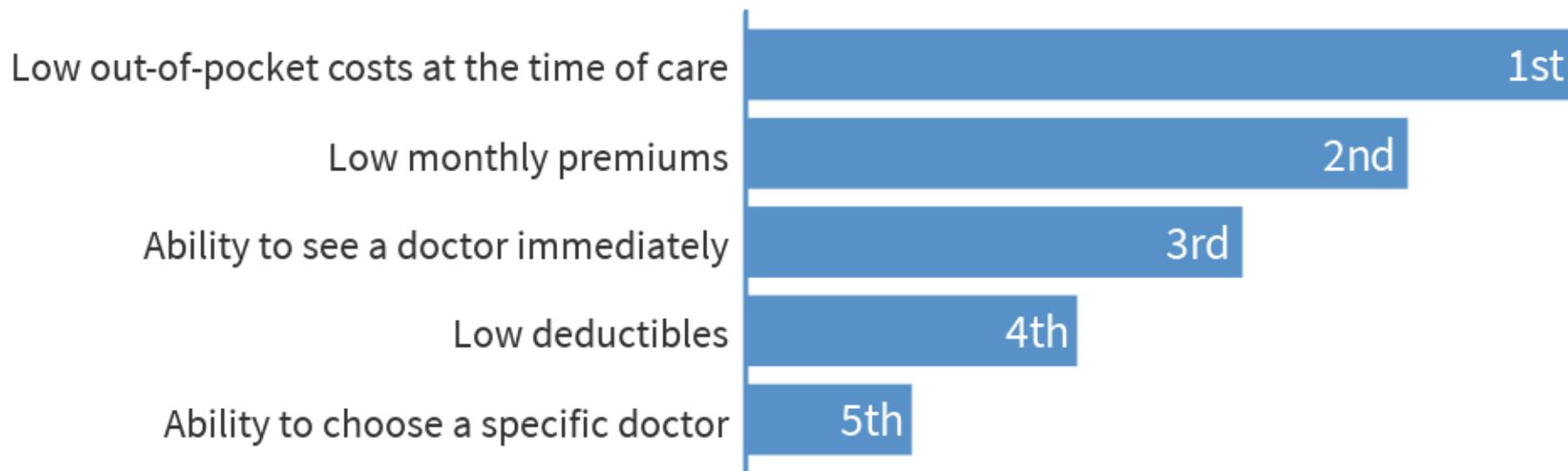
1. Job-based coverage
2. Parent's plan
3. Student health plan
4. Connect for Health CO
  - a. Metal level plans
  - b. CYA plans
5. Health First CO (Medicaid)



# Special Considerations

- Are they claimed as a dependant?
- Cost & eligibility for financial assistance
  - *Example:* Student health plan vs. Medicaid
- Where (geographically) are they likely to get care?
  - *Example:* Young people living away from home

## What's most important thing to you right now, assuming your health stays the same?



# Messaging



# Recommendations

- Focus on affordability
- Value of coverage
- Deadlines, reminders & in-person help





A young person in **Greeley** making \$25,000 a year could qualify for a bronze-level plan for just **\$37** per month after tax credits.



A young person in **Denver** making \$25,000 a year could qualify for a bronze-level plan for just **\$40** per month after tax credits.



**Coverage might be more affordable than you think. More than 3 out of 4 people who enroll through [ConnectforHealthCO.com](https://ConnectforHealthCO.com) qualify for financial help.**



**All plans sold on [ConnectforHealthCO.com](https://ConnectforHealthCO.com)  
MUST cover key benefits – including mental  
health care, maternity care, and prescription  
drug services.**

**Dec. 6th**



**Thank You!**  
**Text YI to 52886**

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