



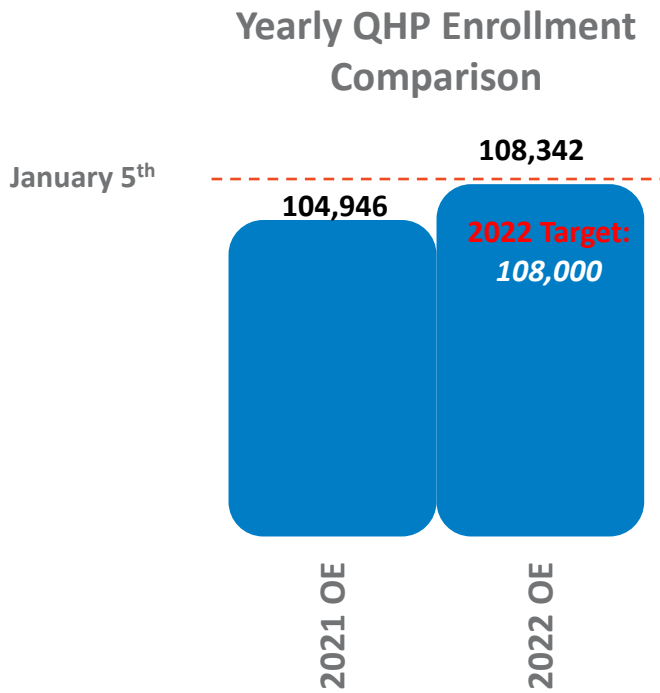
# Access Health CT Update

January 2022

# 2022 Open Enrollment Update

- Open Enrollment ends on **January 15, 2022**
- 95% of 2021 enrollees renewed into 2022 coverage
- 5k enrollees yet to be enrolled in 2022 coverage
- 12% point increase in enrollees eligible for financial help (related to removal of 400% FPL income threshold)
- Average Enrolled Household Net Premium 16% Lower Than Last OE
- Covered Connecticut enrollees: 777

Data as of January 5, 2022



# Covered Connecticut Marketing Update



## September 1 – October 31, 2021

✓ Direct Mail Campaigns (3 years back, 10% above and below income requirement – audience size approx. 7,200)

- ✓ Pre-OE Virtual Summit
- ✓ Radio (Terrestrial AM/FM)
- ✓ Print Advertorials (*Courant* and 8 minority papers in English, Spanish and Polish)
- ✓ Social Media Paid & Organic
- ✓ Digital (Paid Search and Display)
- ✓ Blog Post
- ✓ Website Q&A Article
- ✓ Public Relations (Press Releases & Press Conferences)
- ✓ Email Campaigns (Acquisition & Renewals)
- ✓ Out-of-Home (Billboards)
- ✓ Navigator Partners (Available Year-Round)
- ✓ Outreach Events
- ✓ Webinars



## November 1, 2021 – January 15, 2022

✓ Print Advertorials (8 minority in English, Spanish and Polish)

- ✓ Social Media Paid & Organic
- ✓ Blog Post
- ✓ Website Q&A Article
- ✓ Digital (Paid Search and Display)
- ✓ Public Relations (Press Releases & Press Conferences)

✓ Toolkit

- ✓ Direct Mail Campaigns (Acquisition & Renewals)
- ✓ Email Campaigns (Acquisition & Renewals)
- ✓ Enrollment Locations (Regular Hours During OE)
- ✓ Enrollment Fairs (One-Day Events)
- ✓ Navigator Partners (Available Year-Round)
- ✓ Outreach Events
- ✓ Continued mentions in webinars