

# OE5 Strategy & Connector Tool Data

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# OE5 Strategy: Coalition Building & Digital Outreach

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# Get Covered Coalition

- Diverse group of Navigators, Assisters, Health Outreach workers, & other enrollment partners
- Provide resources, suggested messaging, social media content
- Led trainings on digital media, traditional media, health insurance literacy, outreach best practices

## Latino Week of Action & Provider Week of Action



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Don't miss out on  
affordable health care

**HEALTHCARE.GOV**

November 1 - December 15, 2017



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# Digital Outreach

- Paid digital ads reached **581,943**
- #MillennialMon Twitter Chats reached **1.8 million**
- National Youth Enrollment Day: #GetMillennialsCovered reached **2.6 million**
- Total reach: **5.2 million**



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Sponsored · 🌐 Like Page

If you need health insurance for 2018, the deadline to sign up is December 15th!



**Get 2018 Health Coverage**  
Find, compare and buy healthcare.gov and state exchange health plans instantly.  
HEALTHSHERPA.COM [Learn More](#)

81 Reactions 6 Comments 11 Shares

Like Comment Share



80% of shoppers can find a plan for \$75 or less per month.  
**#GetCovered**

Open enrollment is Nov 1 - Dec 15

[Healthcare.gov](https://www.healthcare.gov)

# OE5 Connector Snapshot

November 1<sup>st</sup> – DECEMBER 15<sup>th</sup>

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# Summary

- From 11/1 to 12/15, **nearly 40,000 appointments** were scheduled in the Connector – this represents **a 25% increase** over the same period of time last year
- Assisters used the Connector in **12 states** and completed appointments at thousands of locations
- The following states have an active Connector Partner: **AZ, FL, IL, KS, MI, NC, OH, SC, TN, TX, WI & WV**
- Appointments were completed in **19 different languages**
- The most common referral source were repeat customers, followed by word of mouth, health/social service providers, local events and emails

# Key Metrics

- **Closure Rate:** Percentage of Appointments with an Appointment Status of Cancelled, Completed, No Show, or Needs to be Rescheduled
- **Completion Rate:** Percentage of closed Appointments with Completed as an Appointment Status
- **Enrollment/Renewal Rate:** Percentage of completed Appointments with a Enrollment Status of Enrolled/Renewed for either Marketplace or Medicaid coverage
- **Marketplace/Medicaid:** Percentage of Appointments with an Enrollment status broken down by whether they enrolled in Marketplace or Medicaid coverage, regardless of if they were newly enrolled or renewing their coverage

<b>Closed</b>	<b>81%</b>
<b>Completed</b>	<b>77%</b>
<b>Enrolled</b>	<b>62%</b>
<b>Renewed</b>	<b>20%</b>
<b>Marketplace</b>	<b>65%</b>
<b>Medicaid</b>	<b>11%</b>

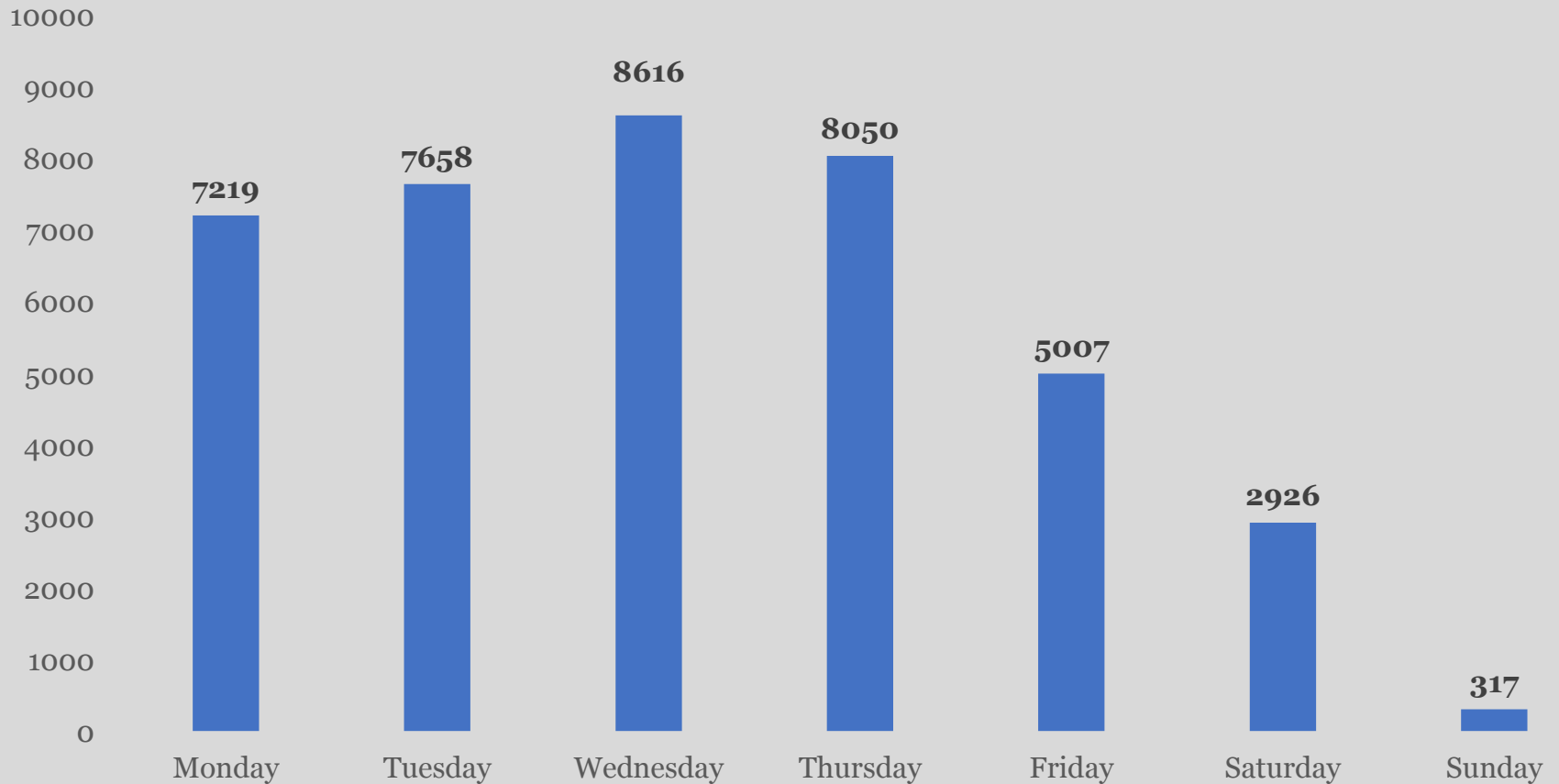
# Key Metrics (OE4 vs OE5)

	<b>Total</b>	<b>Percent of OE5 Appointments</b>
<b>OE4 Appointments</b>	<b>50,824</b>	<b>78%</b>
<b>OE4 Appointments (through 12/15)</b>	<b>31,870</b>	<b>125%</b>
<b>OE5 Appointments</b>	<b>39,794</b>	<b>--</b>



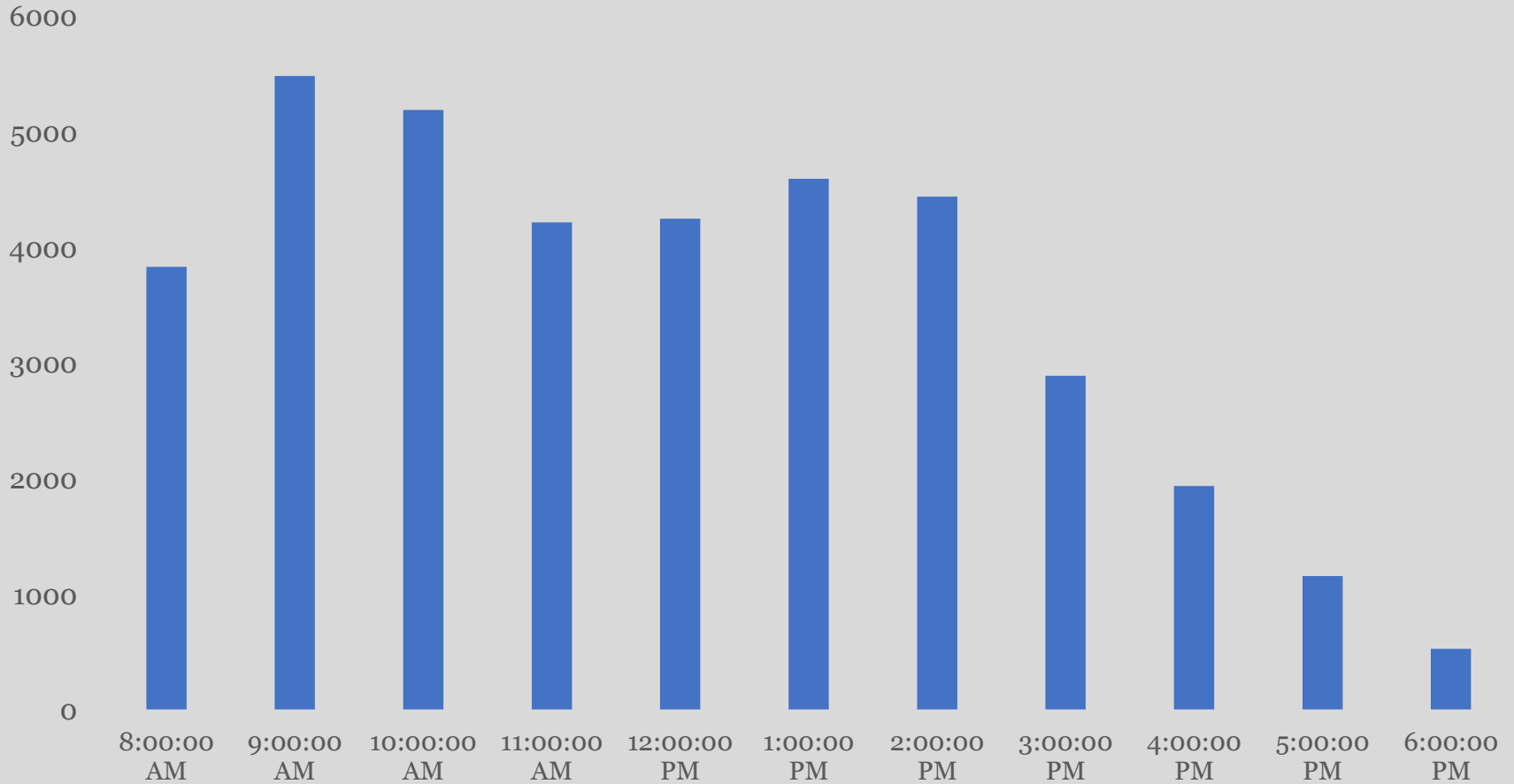
# Date and Time

## Appointments by Day of the Week



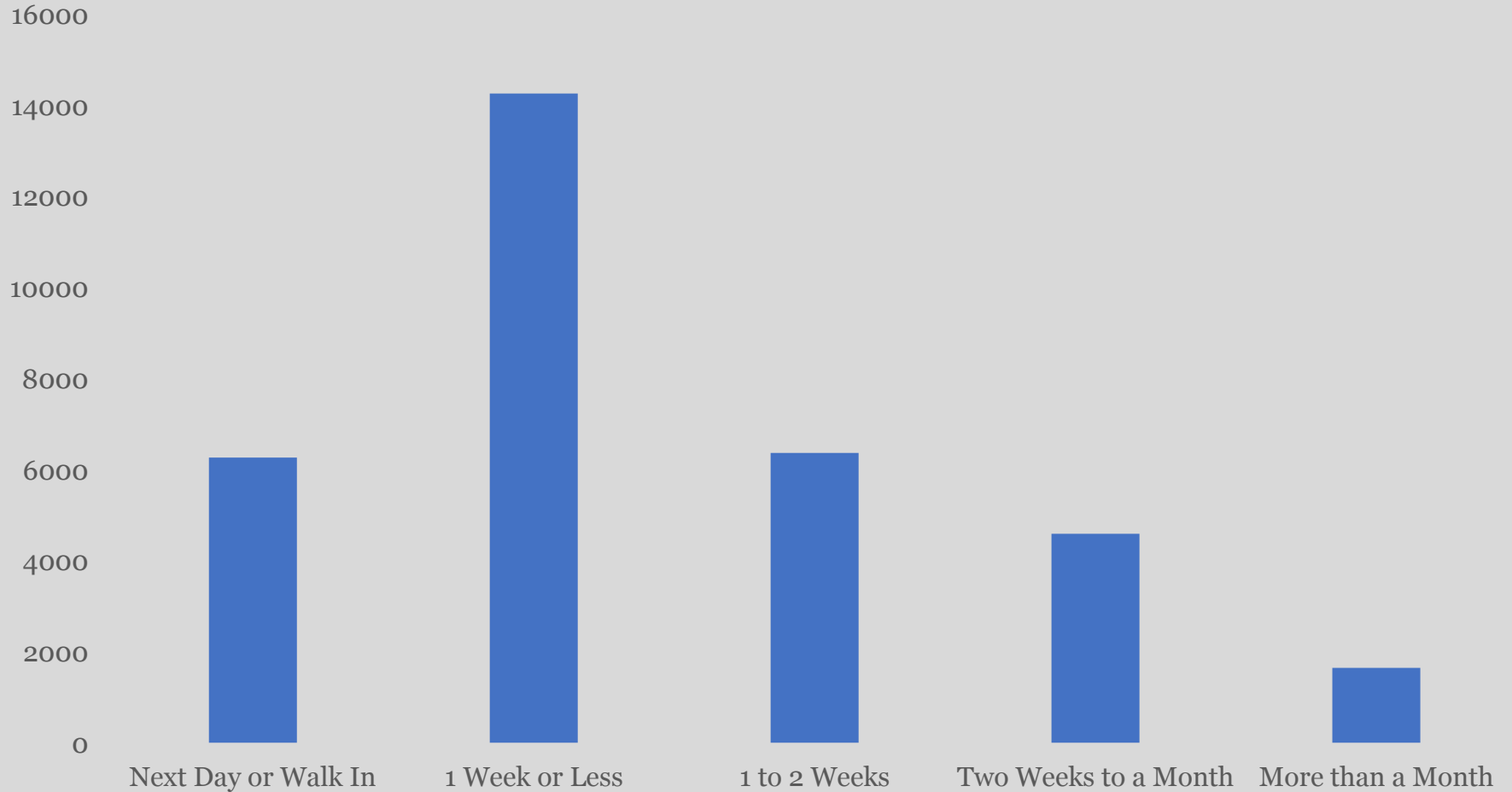
# Date and Time (Cont.)

Appointment Start Times



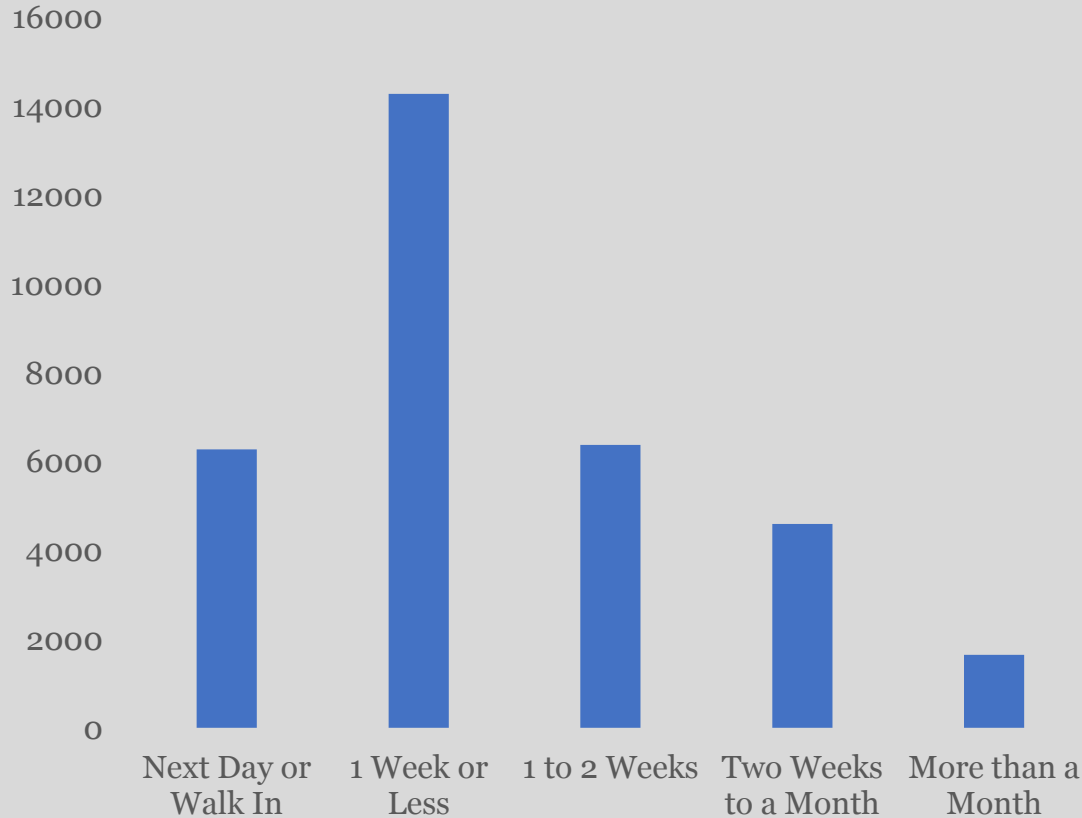
# Date and Time (Cont.)

How far in advance are appointments Scheduled?



# Date and Time (Cont.)

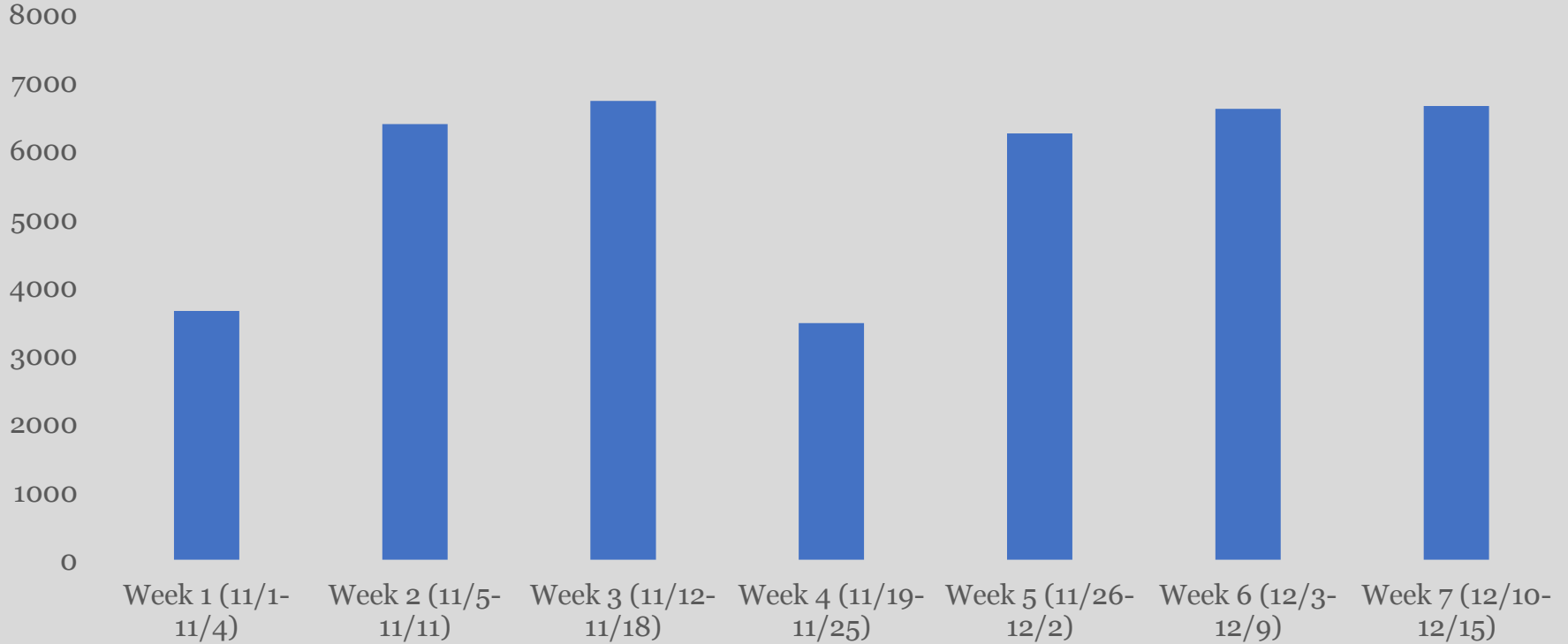
How far in advance are appointments booked?



Average days from Appointment consumers schedule	7
Median days from Appointment consumers schedule	4

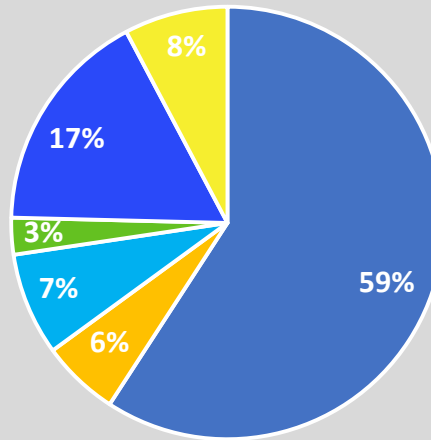
# Date and Time (Cont.)

Weekly Appointment Breakdown



# Referral Source – At a Glance

Referral Source - At a Glance



- Repeat Customer
- Word of Mouth
- Health/Social Service Provider
- Traditional Media
- Email, Social Media & Digital Ads
- Community Event

# Referral Source - Breakdown

Referral	Total
Repeat consumer	4523
Word of mouth	1622
Healthcare.gov	154
Community/social service organization	696
Television	204
Event	571
Health care provider	509
Social Media	79
Radio	108
The Queue	21
Internet search	104
Print media/newspaper	131
Mobile (phone/tablet) advertising	8
Other/Unknown	433
Email	19
Agent/broker	30
State or county Medicaid agency	54

# Key Takeaways

- Coalition-building, resource-pooling, and united messaging were critical to this year's success
- Digital advertising helped close awareness gaps
- Despite confusion about the marketplace and availability of assistance, demand for in-person assistance *increased* through the Connector
- Tools like the Connector can help streamline future assister work



# Questions?

# Thank You!

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