Connector Intro & Lessons Learned in OE3

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Introduction

1. A quick intro!
2. Take a look at lessons learned in OE3

A Brief Intro to the Connector

What is the Connector?

It's a scheduling tool!
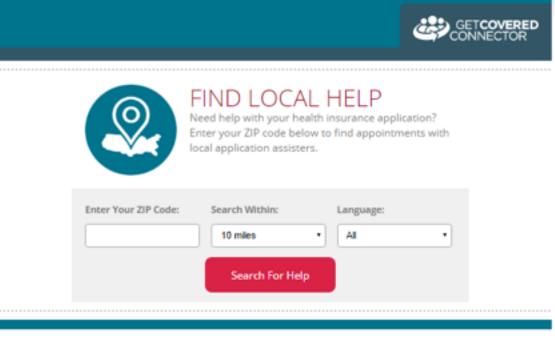
A better question:

What does the Connector do?

It allows you to manage and schedule appointments.

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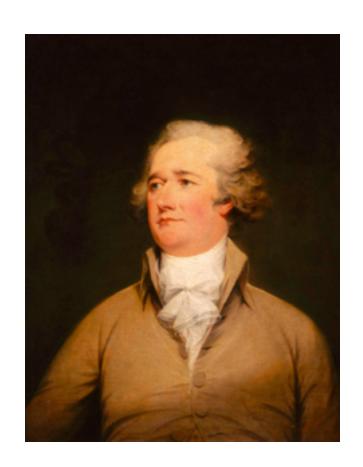It creates a centralized place for coalitions to work and learn together.

OE1: the North Carolina scheduler

OE2: Connector launch

OE3: 400+ organizations across 38 states!
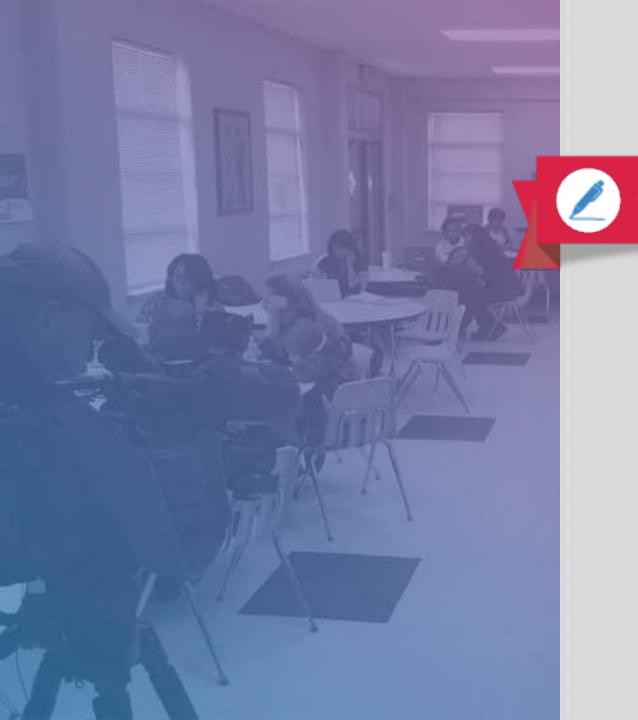
A quarter million appointments to date

Tool Demonstration

[Get Covered Connector](#)—consumer site

[Get Covered Connector](#)—assister site

Lessons Learned in OE3

Continues to be a great tool to manage appointment load, across multiple people and locations.

Creating a single, centralized "door" for consumers to enter continues to make it easier to run an effective, broad-based outreach/enrollment program.

Centralizing reporting, appointment management, and outreach in one platform = higher impact.

Tuesday @ 10 AM was the most common appointment time

Saturday mornings had the highest "uptake" rate (19%), with weekday mornings also high (11-12%)

December 15th was the biggest day for appointments

Confirmation works – automated follow-up generally improves completion rates, particularly using empathetic language

Non-metro and Spanish-speaking consumers showed up to their appointment more often: high need = high impact

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Thank you!