



INC NAVIGATOR
CONSORTIUM

Connecting North Carolinians with coverage since 2013

2016-17 Open Enrollment Period Debrief

February 24, 2017



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Lessons Learned:

- NC wants this coverage
- Media is influential

Successes:

- Institutionalization
- Coalitions & Collaborations
- Community Communication
- Continued delivery of high-quality services



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Main Challenge?

CONSUMER

COMMUNICATION