

November 20, 2017

Finance & Operations Committee  
Connect for Health Colorado  
3773 Cherry Creek N. Drive  
Denver CO 80209

Dear Members of the Committee:

The undersigned organizations appreciate the work Connect for Health Colorado (Connect) has done to ensure that the exchange receives an appropriate Medicaid allocation. In considering uses for the anticipated allocation for FY 2016-17, we believe it would be most appropriately targeted at efforts to increase enrollment, particularly for those who are eligible for assistance.

These targeted efforts, as outlined below, would be consistent with Connect's stated goals of improving access to coverage in rural areas, maximizing enrollment and access to assistance, assisting customers with obtaining appropriate coverage, and supporting Connect's health as an organization.<sup>1</sup>

We suggest that the allocation be targeted at five efforts:

- Provide additional funding to assister groups for materials, staff and media, out of concern that assisters are taking on a substantial share of enrollment during OE5 – despite receipt of less funding statewide than in OE4 – and are seeing an increased need to dispel consumer concerns about changes to the ACA.
- Expand outreach to eligible but not enrolled (EBNE) individuals in all age cohorts, with efforts to ensure that Spanish-language outreach is robust and effectively addresses concerns of mixed-status households.
- Supplement marketing and media efforts in high EBNE areas, including messaging to address consumer confusion over availability of federal assistance and cost-sharing reductions (CSR).
- Establish an adequate CHP+ contingency fund, if not already established, to allow targeted assistance in 2018 to pregnant women and families that lose CHP+ coverage either short-term or long-term, due to federal failure to reauthorize CHIP on a timely basis.
- In light of the diminished funding for brokers and assisters, fund development of consumer tools that will allow consumers to identify the right coverage for their needs, including but not limited to screening tools that highlight CSR plans for eligible Coloradans and tools that help Coloradans understand the impact of out-of-pocket costs.

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<sup>1</sup> Connect for Health Colorado 2017-2020 Strategic Plan. Available at: <http://connectforhealthco.wpengine.netdna-cdn.com/wp-content/uploads/2013/04/C4HCO-Strategic-Plan-Final.pdf>

There are undoubtedly many other efforts that would benefit from more funding, but we believe those can be appropriately addressed through future Medicaid allocations and the usual budget process. We propose that the best use of the 2016-17 allocation would be to address enrollment through the steps suggested above.

This open enrollment is a crucial one. We ask that Connect do everything it can to prevent the ongoing federal turmoil from reducing Coloradans' access to comprehensive, affordable health care, and see this allocation as an opportunity to advance enrollment.

Very truly yours,

The Arc of Colorado  
Asian Pacific Development Center  
Bell Policy Center  
Center for Health Progress  
Colorado Center on Law and Policy  
Colorado Children's Campaign  
Colorado Coalition for the Homeless  
Colorado Community Health Network  
Colorado Consumer Health Initiative  
Chronic Care Collaborative  
Colorado School Medicaid Consortium  
Family Voices Colorado  
Healthier Colorado  
Lutheran Advocacy Ministry – Colorado  
Mental Health Colorado  
National Multiple Sclerosis Society: Colorado and Wyoming Chapter  
Servicios de la Raza  
Stahlman Disability Consulting, LLC  
Susan G. Komen Colorado