

PRINCIPAL JOB DUTIES AND COMPETENCIES FOR HEALTH COVERAGE GUIDES

<i>General Duties and Competencies</i>	
Job Duty	Examples of Activities
Maintain Expertise in Eligibility, Enrollment, and Program Specifications	<ul style="list-style-type: none"> • Attend trainings and attain any certification required Connect for Health Colorado • Stay current on policy and procedures • Maintain a thorough understanding of the process through which individuals apply for financial assistance and enroll in insurance • Collect, analyze and report data on customer issues, problems, and enrollment outcomes • Reach out to networks and community members to promote availability of affordable health coverage
Conduct outreach and public education activities	<ul style="list-style-type: none"> • Conduct and participate in events, meetings, and activities to educate customers about health coverage and affordability programs • Design and implement marketing strategies to increase awareness about health coverage options and encourage enrollment • Integrate consistent, proven messaging into all public education activities
Provide complete, fair, and impartial information	<ul style="list-style-type: none"> • Inform customers and small businesses about the full range of Qualified Health Plans (QHPs) and insurance affordability programs, including public health coverage and other health programs, in an unbiased manner • Provide information that empowers customers to make health coverage decisions without being steered in any direction • Inform consumers that they can receive free, impartial enrollment assistance or independently apply and enroll directly through www.connectforhealthco.com at any time

Facilitate the selection of health plan	<ul style="list-style-type: none"> • Provide information to help customers complete their application • Explain the eligibility decision(s), and what happens next • Provide information and answer any questions about coverage options and cost-sharing requirements, including premiums • Explain tax credits and their financial implications • Ask questions that help a customer independently determine which plan is best for their family circumstances • Assist customers with plan enrollment through Connect for Health Colorado’s website • Help customers select and enroll in Health First Colorado when applicable • Educate customers about changes in circumstance that may affect their eligibility for coverage and provide assistance in making changes to coverage or maintaining eligibility for coverage, as needed
Make referrals to independent offices and programs that assist customers	<ul style="list-style-type: none"> • Make referrals to appropriate State agencies, such as DOI or HCPF, that can assist customers with enrollment support, grievances, complaints or questions about eligibility • Develop relationships with agencies and community-based programs and establish a protocol for referrals to ensure that customers don’t slip through the cracks
Meet confidentiality and privacy standards	<ul style="list-style-type: none"> • Create a physical space where customers can freely discuss their financial and personal situation without concern of being overheard • Maintain the highest ethical standards in regard to non-disclosure of protected personal information • Set up monitoring systems to ensure that only required data is stored and that it cannot be accessed without proper authorization
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