



Certified Application Counselors

Proposed strategy for implementation

Certified Application Counselor: Background

- January 2013 proposed HHS regulations create new category of assistance
 - Require marketplaces to certify as application counselors the staff and volunteers of marketplace designated organizations and organizations designated by HCPF.
- Duties of application counselors align closely with navigators and in-person assisters
- Differences:
 - No prohibitions on who may become a Certified Application Counselor. Required to disclose conflict of interest
 - No compensation required.
 - No education and outreach requirement.
- Purpose (as described by HHS) is to capitalize on the effectiveness of similar strategies employed in the state and to ensure that staff are cross trained and able to support the no wrong door experience.

Proposed strategy

- Connect for Health Colorado will define duties as defined in regulation:
 - Provide information about insurance affordability programs and coverage options;
 - Assist individuals and employees to apply for coverage in a QHP through the Exchange and for insurance affordability programs; and
 - Help to facilitate enrollment of eligible individuals in QHPs and insurance affordability programs.
- Concept: this is an extension of a job already being performed by an individual conducting similar activities.

Proposed strategy, cont.

- Create a simple application that identifies organization, requires agreement with terms and conditions (e.g., privacy and security, liability for actions of employees/volunteers, etc.)
- Work with state partners to designate organizations and create opportunity for opt-in.
- Require disclosure of conflict but not bar participation.
- Certification will require completion of training and annual renewal of training.
- Training will be reduced to 1-1.5 days and will work to conduct most or all on line.
- Monitoring will be minimal.
- Caveat: HHS recently solicited additional comments on this program; requirements are subject to change.

Next steps

- Create detailed operational plan.
- Identify timeline for implementation of the program.
- Identify training requirements and resources.
- Identify and plan for supporting infrastructure.