

# Easy Enrollment Implementation

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# Purpose & Outcome

- House Bill 20-1236 created the Health Care Coverage Easy Enrollment (EZE) program.
- C4HCO will implement EZE in collaboration with the Department of Revenue.
- EZE provides uninsured Coloradans the opportunity on their state income tax returns to ask C4HCO to assess eligibility for Health First Colorado or subsidized QHPs.
- As a result, more Coloradans will have awareness, and access to affordable health coverage.

# Background

## 1) Easy Enrollment Assessment – *closed July 2020*

- C4HCO assessed possible options to implement the Easy Enrollment program
- Developed a proposal to present to the Advisory Committee during the planning phase

## 2) Easy Enrollment Preparation for Implementation – *closed 11/30/2020*

- Formed the Easy [Enrollment Advisory Committee](#) and set success criteria
- Began coordination with the DOR
- Began discussing requirements for implementation

## 3) Easy Enrollment Implementation – *in progress*

- This phase of the project will implement the Easy Enrollment program including all technology and tax form/instruction updates

Questions?

[ConnectforHealthCO.com](http://ConnectforHealthCO.com)



# Advisory Committee

## Easy Enrollment Advisory Committee

- Works with C4HCO and the DOR to provide the most user-friendly experience
- Inform how the DOR and C4HCO handle high-level policy decisions
- Makes recommendations on ways of engaging consumers and other stakeholders



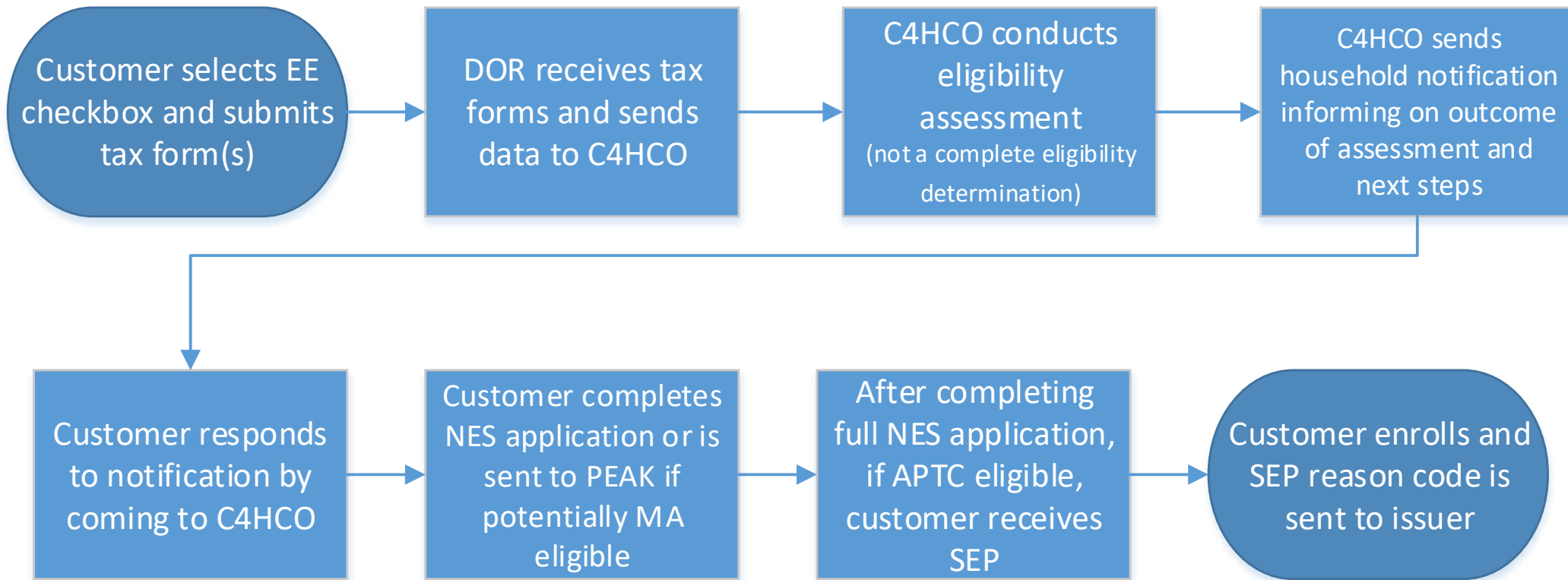
# Success Criteria

When asked what C4HCO and DOR need to do well to decrease the number of uninsured individuals and maximize enrollment in this program, you said:

- Process must be user-friendly. Including simple language and minimal administrative burden
- Outreach should be targeted to areas of the state with higher uninsured rates
  - Communications to individuals who are newly eligible should describe what benefits could look like
- Tax preparers must be educated on EE so that they can speak to the program
- Marginalized communities' fears around immigration must be addressed
- Prioritize health equity by addressing structural barriers faced by populations frequently excluded from the health care system

# High-level flow for EE Program

Steps in this flow are subject to change



# Implementation Timeline

Milestones  
and target  
dates are  
TBD

11/20/2020	Implementation Project kick-off
11/30/2020 – 1/22/2021	Project planning, requirements gathering and design
Spring 2021 – Fall 2021	Development: <ul style="list-style-type: none"><li>• Eligibility assessment, shopping, enrollment, noticing, SEP updates, etc.</li><li>• Non-PD specific work including reporting, WordPress, communications and outreach, etc.</li></ul>
Fall 2021 – December 2021	Regression testing, including with the DOR
January 2022	Go-live