

Tax Time Special Enrollment Period

Your Path to Health Coverage

Potential mediums: Email and paper notice with matching content

Key content consideration: Most people who check the box overall will likely qualify for Medicaid, based on Maryland's findings. Messaging needs to consider multiple eligibility outcomes.

Initial Outreach Letter: Special Enrollment Period

Who gets this: Anyone who files on or before April 15 (tax filing deadline) and checks the box.

Content: There is no time limit to apply for the Special Enrollment Period. Consumer can access the SEP anytime in the year they apply.

Goal: Inform the tax filer that they can sign up for health coverage as a result of checking the box on their tax form, encourage/drive consumers to get more information about their special enrollment period on the website and ultimately, use a tool to determine where (PEAK or Marketplace) they should apply for coverage.

Subject: Apply Now for Free or Low-Cost Health Coverage

Dear [Customer name],

When you filed your Colorado state tax return, you indicated that you are interested in finding out if you or members of your household qualify for free or low-cost health insurance. We're pleased to inform you that **you may qualify for a 60-day Tax Time Special Enrollment Period to sign up for free or low-cost health coverage.**

Connect for Health Colorado is the official health insurance marketplace. We're here to help you figure out what kind of financial help and health coverage you and your household might qualify for, including Health First Colorado (Colorado's Medicaid program) and the Child Health Plan *Plus* (CHP+) program.

Next steps to enroll:

1. Visit **ConnectforHealthCO.com/tax-time-enrollment-period** to find more details about your eligibility for free or low-cost health coverage under this Special Enrollment Period.
2. **Use our quick and easy tool** to provide basic information about your income and household. We will let you know whether you should apply for a plan through Connect for Health Colorado or for coverage through Health First Colorado or CHP+.

3. **Begin your application right away to get covered.** Act quickly to enroll and be covered for [current plan year]. If you enroll through Connect for Health Colorado, your plan will start the first day of the month after you choose your plan.

Get assistance enrolling in coverage:

If you have a question about this notice or need assistance with your application, **call us at 1-855-752-6749**, or visit our website at ConnectforHealthCO.com/we-can-help to find help in your area. We offer free assistance signing up for health coverage from certified plan experts and at Enrollment Centers located throughout the state.

Already enrolled in Health First Colorado, CHP+, or Connect for Health Colorado? You may disregard this notice to apply. If your household or income has changed since you first signed up for coverage, please log in to your account to update your information.

Sincerely,

Connect for Health Colorado

Connect for Health Colorado does not discriminate on the basis of race, color, ethnic or national origin, ancestry, age, sex, gender, gender identity and expression, sexual orientation, marital status, religion, creed, political beliefs, or disability in any of its programs, services and activities. Connect for Health Colorado can provide aids and services, to individuals with disabilities, and language services, to individuals whose first language is not English, when needed to ensure equal opportunity and meaningful access to programs, services and activities.

To request free aids or services, contact Connect for Health Colorado at [855-752-6749](tel:855-752-6749) or TTY: 855-346-3432. To file a discrimination complaint or learn more about this policy, please call [303-590-9640](tel:303-590-9640).

Our public privacy notice is available at: <http://connectforhealthco.com/site-information/privacy-policy/>.

Reminder Outreach Letter

Who gets this: Anyone who received the initial Special Enrollment Period letter, regardless of response or enrollment status.

Timing after initial: TBD

Goal: Same as initial notice

Subject: Reminder: Apply Now for Free or Low-Cost Health Coverage

Dear [Customer name],

When you filed your Colorado state tax return, you indicated that you are interested in finding out if you or members of your household qualify for free or low-cost health insurance. We're pleased to inform you that **you may qualify for a 60-day Tax Time Special Enrollment Period to sign up for free or low-cost health coverage.**

Connect for Health Colorado is the official health insurance marketplace. We're here to help you figure out what kind of financial help and health coverage you and your household might qualify for, including Health First Colorado (Colorado's Medicaid program) and the Child Health Plan *Plus* (CHP+) program.

Next steps to enroll:

1. Visit **ConnectforHealthCO.com/tax-time-enrollment-period** to find more details about your eligibility for this Special Enrollment Period.
2. **Use our quick and easy online tool** to provide basic information about your income and household. We will let you know whether you should begin your application for coverage through Connect for Health Colorado or through Health First Colorado or CHP+.
3. **Begin your application right away to get covered.** Act quickly to enroll and be covered for [current plan year]. If you enroll through Connect for Health Colorado, your plan will start the first day of the month after you choose your plan.

Get assistance enrolling in coverage:

If you have a question about this notice or need assistance with your application, **call us at 1-855-752-6749**, or visit our website at ConnectforHealthCO.com/we-can-help to find help in your area. We offer free assistance signing up for health coverage from certified plan experts and at Enrollment Centers located throughout the state.

Already enrolled in Health First Colorado, CHP+, or Connect for Health Colorado? You may disregard this notice to apply. If your household or income has changed since you first signed up for coverage, please log in to your account to update your information.

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creed, political beliefs, or disability in any of its programs, services and activities. Connect for Health Colorado can provide aids and services, to individuals with disabilities, and language services, to individuals whose first language is not English, when needed to ensure equal opportunity and meaningful access to programs, services and activities.

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Initial Outreach Letter: No Special Enrollment Period

Who gets this: Anyone who files after April 15 and checks the box

Goal: Inform the consumer they can apply anytime for Health First Colorado and provide next steps for using our tool (Let Us Guide You) to assess eligibility and redirect them to PEAK.

Subject: Apply Now for Free or Low-Cost Health Coverage

Dear [Customer name],

When you filed your Colorado state tax return, you indicated that you are interested in finding out if you or members of your household qualify for free or low-cost health coverage.

Since you filed your taxes after the April tax deadline, you may not qualify for the 60-day Tax Time Special Enrollment Period through Connect for Health Colorado. **However, you and members of your family may qualify for a different Special Enrollment Period, or you may qualify to get covered through Health First Colorado (Colorado's Medicaid program) and Child Health Plan *Plus* (CHP+).**

Next steps:

- 1. Visit ConnectforHealthCO.com/tax-time-enrollment-period**
- 2. Use our quick and easy online tool** to provide basic information about your income and household. We will let you know whether you should begin your application for coverage through Connect for Health Colorado or through Health First Colorado or CHP+.
- 3. Begin your application right away to get covered.** Act quickly to enroll and be covered for [current plan year]. If you qualify for Health First Colorado, your coverage will begin immediately.

When can I buy insurance?

You might qualify for another opportunity to enroll through Connect for Health Colorado if you experience certain changes to your income, job or family situation, known as Qualifying Life Change Events. People who don't qualify for Medicaid and experience Qualifying Life Change Events can sign up for a health insurance plan during a 60-day Special Enrollment Period. Learn about circumstances that will make you eligible to enroll in insurance outside of the annual Open Enrollment Period by visiting ConnectforHealthCO.com/get-started/when-can-i-buy-insurance.

Get assistance enrolling in coverage:

If you have a question about this notice or need assistance with your application, **call us at 1-855-752-6749**, or visit our website at ConnectforHealthCO.com/we-can-help to find help in your area. We offer free assistance signing up for health coverage from certified plan experts and at Enrollment Centers located throughout the state.

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