

Assistance Network FY 2022 Funding Allocation

Elizabeth Horng, Sr. Manager of Broker & Assister Operations



Assistance Network Funding supports community engagement through three key objectives



Enrollment & Post-Enrollment Support

Decreasing barriers to enrollment by providing direct education and assistance to Coloradans who otherwise would have difficulty navigating or distinguishing between health insurance options.



Targeted Customer Outreach

Decrease the uninsured rate and increase the uptake of tax credits by using targeted and localized media approaches to reach vulnerable populations likely to be eligible for assistance.

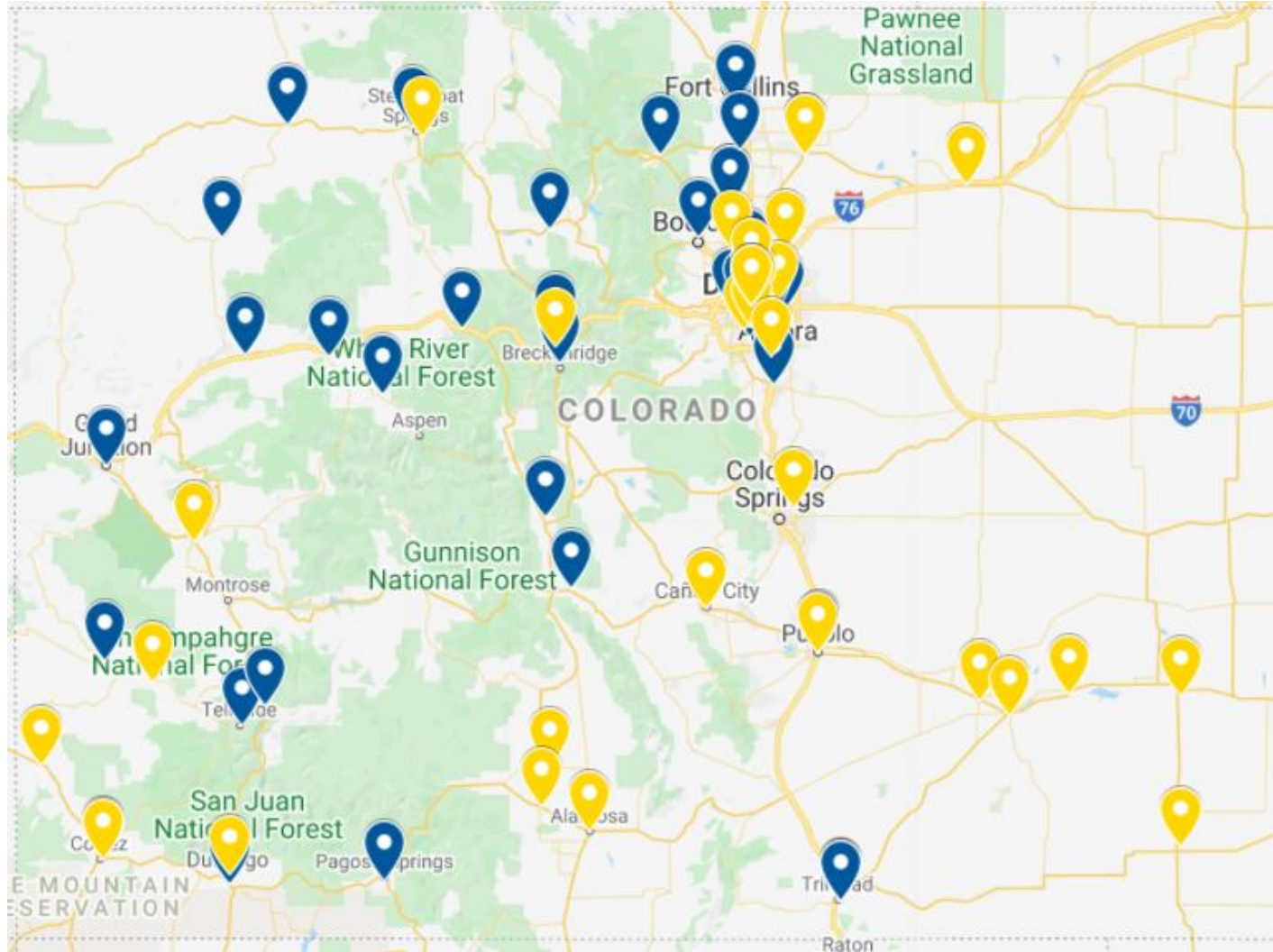


Community Outreach and Engagement

Use relationships and local resources to build referral and education networks where Coloradans can seek information and assistance with health insurance enrollment and use to access care.

With increased opportunities through HIAE, we are seeking approval for the ability to extend funding beyond \$250,000 by site

FY 2021 Assistance Network Partners Map



We partner with 430+ Health Coverage Guides & Certified Application Counselors across the state!

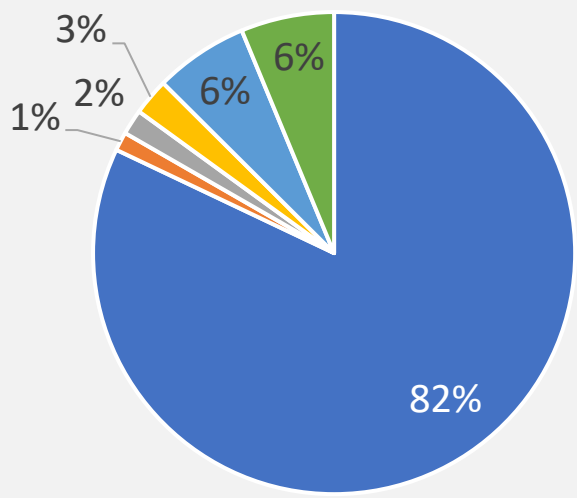
- 17 Assistance Sites*
 - 2 new Sites
 - 10 Enrollment Center locations
- 22+ Certified Application Counselor-designated Organizations*
 - 2 new locations (1 metro, 1 rural)
 - 1 Enrollment Center location

*Map reflects site and organization footprint, some with multiple locations



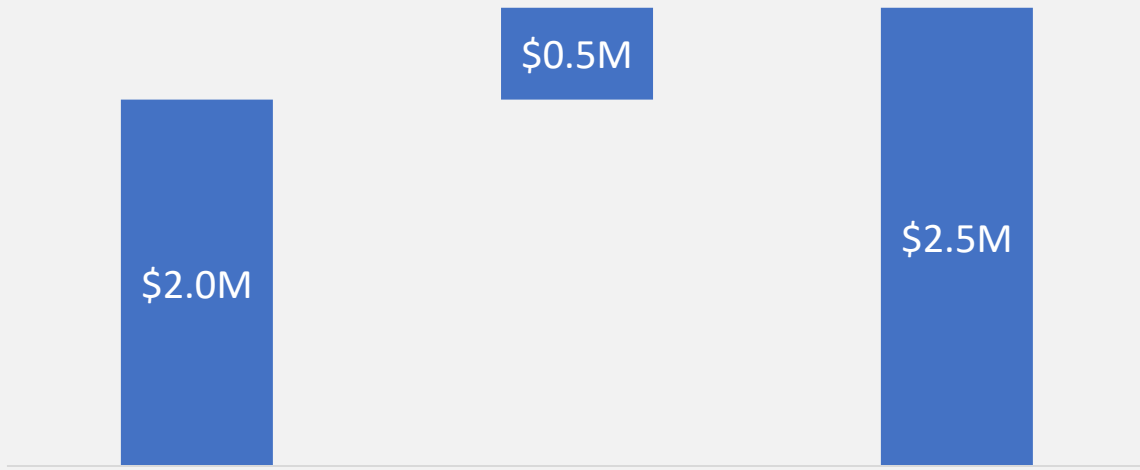
After reviewing FY 2021 Allocation, we sought to increase funding for marketing, events and other outreach for FY 2022.

FY 2021 Site Spend as % of Total Funding



- Personnel
- Contractual
- Supplies and Materials
- Marketing and other
- Administrative
- Travel

FY 2022 Assistance Network Budget

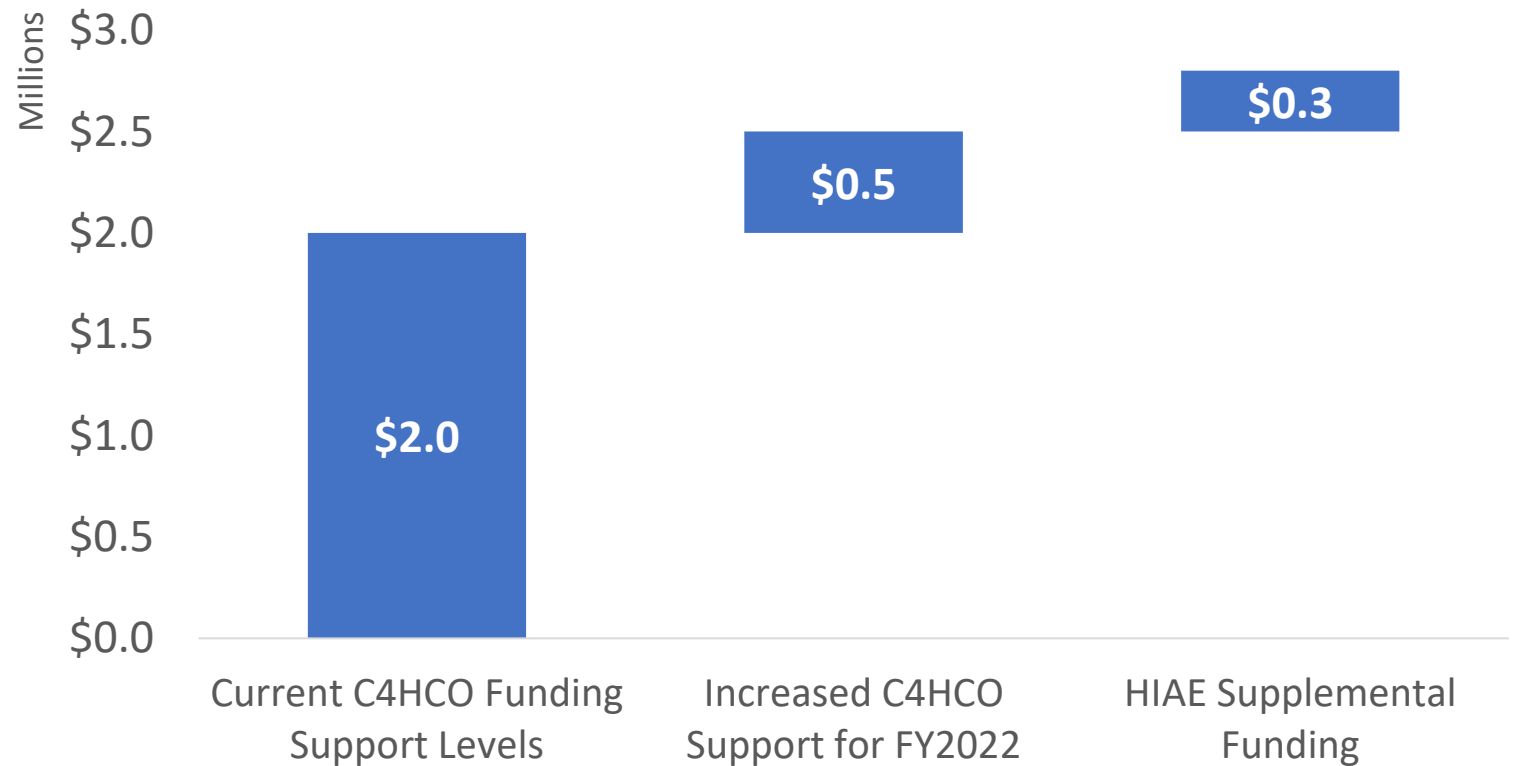


- FY 2021 Budget
- Approved FY 2022 Funding for Assistance Network Outreach
- Total FY 2022 Assistance Network Budget

HIAE funding will be distributed across the Assistance Network for:

- 1. Expanded capacity for enrollment organizations
- 2. Local Marketing through Existing Site partners

Assistance Network partners will be funded at \$2.8M for FY2022 with \$300k from HIAE



FY 2022 Funding Timeline



March 26, 2021

Release Extension Tasks

March 30, 2021

Extension process recorded webinar

May 7, 2021

Extension Task deadline

May 7 – June 15, 2021

★ **We are here**
Extension review and approval

Pending Board approval of C4HCO FY22 budget

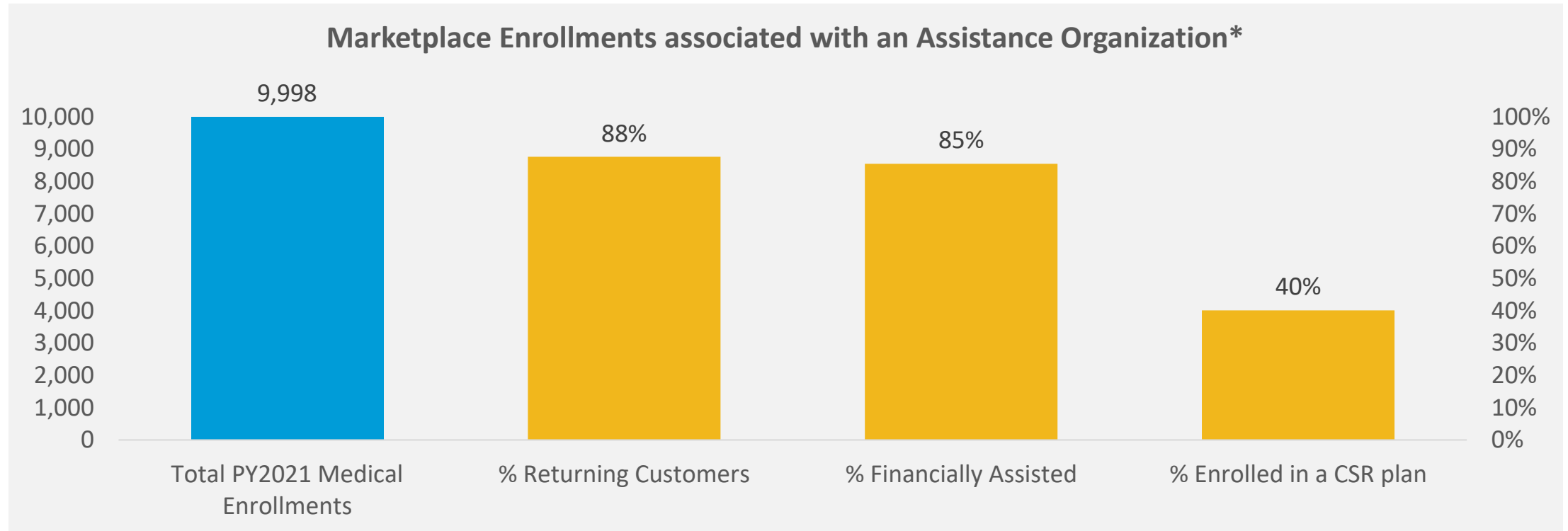
Contracting process

July 1, 2021 - June 30, 2022 Contract period

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Appendix

Assistance Network Enrollment Metrics



Assisters also reported enrolling more than 4,700 customers in Health First Colorado and CHP+**. These individuals can maintain coverage through the Public Health Emergency.

*Data Source : 2021 All Assistance Sites Enrollment Report – 20200507

**Data Source: Scheduling Data between July 1, 2020, and May 19, 2021

Assistance Network Activities & Community Impact

Between July 2020 and May 2021, Assistance Sites hosted 260 outreach & enrollment events

- Estimated reach: **63,376**
- Included enrollment events, outreach events and community discussions about health insurance literacy

Sites also participated in various forms of Marketing and event promotion

- Materials distributed (Flyers, brochures, mailers): **227,983**
- Social media posts: **1,192**
- Earned media stories (Unpaid - news coverage on radio, TV, print): **54**
- Paid media buys with Assister Organization budget (Advertising on radio, print, digital): **1,046**

*Data Source: Assistance Network Marketing & Event Report, May 19, 2021

Supplemental funding through HAIE will be allocated across C4HCO partners, focused on priorities established by the Board

<= \$15,000

Center for African American Health
San Juan Basin Public Health
Senior Resource Development Center
Aurora Mental Health Center
Benefits in Action
Doctors Care
Health District of Northern Larimer County
Mt. San Rafael Hospital
Tri-County Health Network*

> \$15,000

Hilltop Community Resources, Inc.
North Colorado Health Alliance*
Servicios de la Raza
Northwest Colorado Community Health Partnership*

*Indicates rural organization with multiple site partners to assist in outreach and enrollment events

Funding based on initial amounts requested by sites and are not final.