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COLORADO®

# Colorado Health Care Coverage Easy Enrollment Advisory Committee Meeting

Meeting #10

July 7, 2021



# Opening Remarks from the Easy Enrollment Advisory Committee Co-Chairs



# Roll Call and Introductions; Approval of Prior Meeting Minutes

## Co-Chairs:

- Monica VanBuskirk, Chief Policy and Relationships Officer, Connect for Health Colorado
- Amber Egbert, Legislative, Tax Business Rule, and Forms Coordinator, Taxation Division, Colorado Department of Revenue

## Members:

- Colorado Department of Health Care Policy & Financing (HCPF) Representative: Marivel Klueckman, Eligibility Division Director
- Colorado Division of Insurance (DOI) Representative: Debra Judy, Deputy Commissioner of Policy Affairs
- Consumer Advocate Representative: Allison Neswood, Deputy Director of Strategic Priorities, Colorado Center on Law and Policy (CCLP)
- Small Employer Representative: Frances Coet, Partner, ATLAS CPAs & Advisors
- Insurer Representative: Jared Colturi, Operations Manager, Cigna
- Health Coverage Guide Representative: Tanya Trujillo-Martinez, Director of Community Health Development, North Colorado Health Alliance
- Insurance Producer Representative: Melanie Herrman, Seasons Insurance Agency
- Income Tax Preparer Representative: David Sullivan, Vice President, Stakeholder Relations, Intuit, Inc.
- Health Care Consumer Representative: Jeanine Draut, Owner, InPraxis Communications

# Guiding Principles

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





# Easy Enrollment Outreach Plan

[ConnectforHealthCO.com](https://connectforhealthco.com)





# Easy Enrollment Process Timeline

December 2021	January 1, 2022	By April 15, 2022	Through end of year	Tax year 2022
<p>- Broker/ Assister training will go live with final look and feel versions of the outreach letters.</p>	<p>-Tax Time Enrollment webpage goes live on <a href="http://www.ConnectforhealthCO.Com">www.ConnectforhealthCO.Com</a></p> <p>-External comms/outreach work begins</p> <p>-People can start filing taxes for the 2021 tax year.</p>	<p><b>-Colorado citizens will file their taxes and check a box on their tax forms.</b></p> <p>-After checking the box, people will receive 2 emails and 2 mailed letters referring them to the website.</p>	<p><b>-After verifying their eligibility with Connect for Health, potential customers will have 60 days to enroll.</b></p> <p><b>-If eligible, they can enroll in Health First at anytime.</b></p>	

# Easy Enrollment outreach strategies will be segmented by targeted outcome



**Targeted Outcome:** Coloradans, specifically those who have previously had little to no experience with health insurance enrollment, will become aware of Easy Enrollment.

**Primary Stakeholders:** New and existing community partners

**Targeted Outcome:** Newly aware Coloradans will check “Yes” to Easy Enrollment on their 2021 tax year filings.

**Primary Stakeholders:** E-Filer organizations and tax preparers

**Targeted Outcome:** Coloradans who have acted and checked “Yes” to Easy Enrollment will be put in contact with information and resources to enroll in coverage.

**Primary Stakeholders:** Brokers and Assisters

# Communications and Marketing

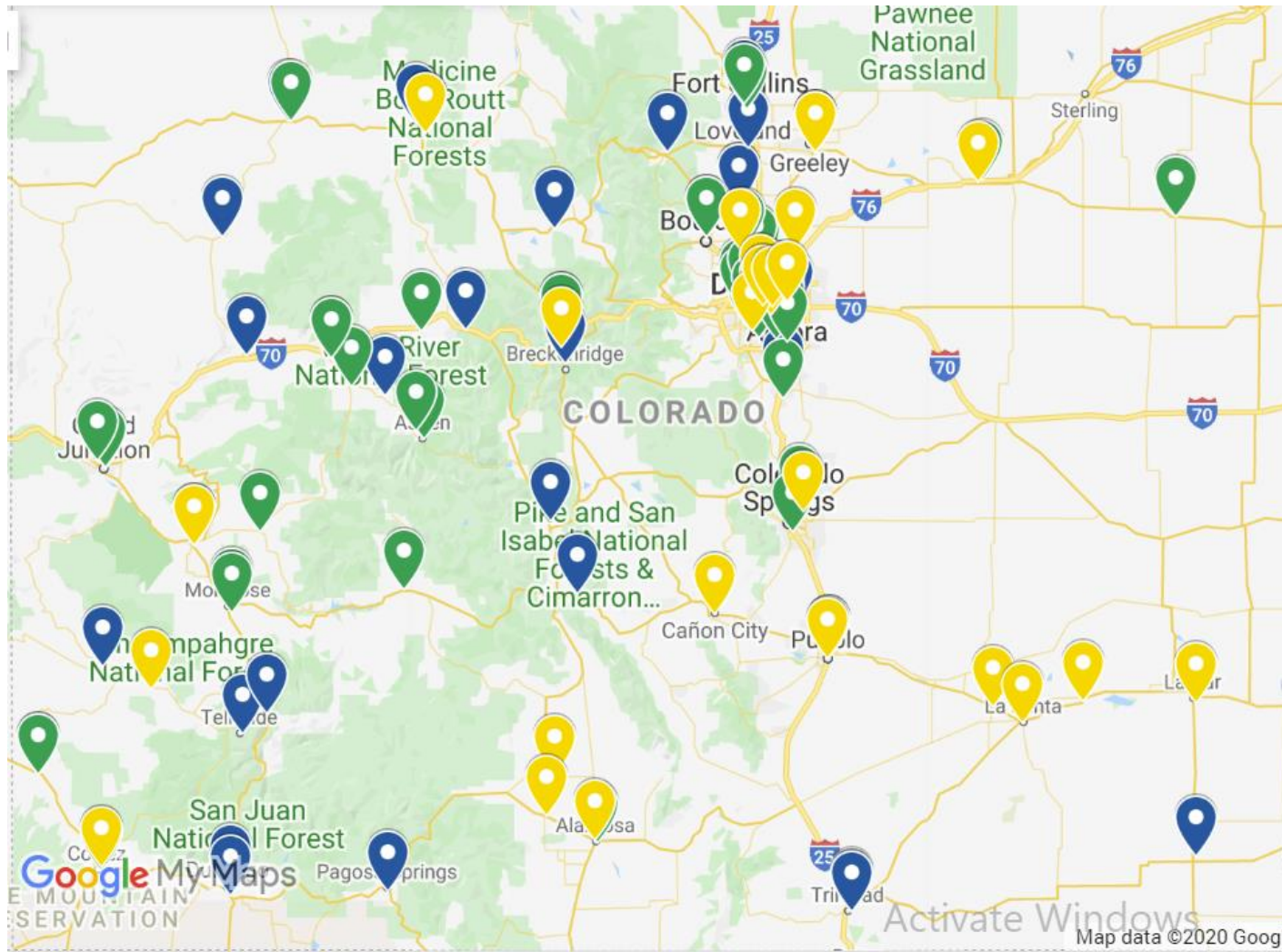
- We will work with our communications partners at HCPF to develop joint messaging
- We will include information in our media relations efforts and through [Kevin's blog](#)
- We will develop a toolkit for Assisters and Brokers, other community partners and E-Filing Orgs
- We will share information with current customers in our [monthly newsletter](#) to ask they spread the word






# Outreach Efforts

- We will engage our Assisters, Brokers and Enrollment Centers
- We will work with community partners, such as:
  - Community based organizations
  - Small business organizations
  - Health services and providers
  - Faith community
  - HR associations
  - Restaurant groups
  - Mile High Young Professionals
  - Counties
  - Community health centers
  - Rural health centers
  - School Boards
  - Workforce centers
  - Mental health providers (health care clinics)
  - Financial advisors
  - Elected officials
  - Federally qualified health insurance
  - School based health centers
  - Libraries
- We will also work with E-filing organizations

# Enrollment Partners Map



**We partner with 675+ Brokers and 430+ Health Coverage Guides & Certified Application Counselors across the state!**

-  Assistance Sites
-  Certified Application Counselor-designated Organizations
-  Enrollment Centers

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





# Supplemental Discussion Topics

- What best practices and / or communication methods would you recommend to connect with the communities you support?
- How would you like to receive information from Connect for Health Colorado at each stage of Easy Enrollment process?
- Are there any steps you think we should be taking?
- How can we best partner to make this program a success?





# Reporting and Success Measures



# Overview

- Goals of measurement strategy
- Areas of focus from prior Advisory Committee meetings
- High-level measure set
- Timeline for next steps
- Feedback

# Goals of measurement strategy

- Measure success at implementing Easy Enrollment program
- Address questions from Advisory Committee
  - E.g. geographic differences in check-box clicking



# Areas of focus from prior Advisory Committee meetings

- Outreach
- Enrollments
- Health First Colorado
- Undocumented
- Implementation success
- Geographic disparities
- Customer experience

# High-Level Measure Set



# Reporting on DOR data

- Number of individuals and households received from the DOR
- Number of paper filers vs number of e-filers
- Number of files from the DOR with missing/blank information
- Number of households with no contact information

# Outreach and Enrollments

- Number of outreach attempts
- Number of enrollments as a result of Easy Enrollment process
  - C4HCO and Health First Colorado enrollments
- Number of households and individuals who came through Easy Enrollment process and do not qualify for a QHP
  - E.g. undocumented immigration status
- Number of enrollments as a result of the Easy Enrollment process per FPL range and per geographic region
- Number of enrollments in Medicaid/CHP+ as a result of the Easy Enrollment process
- Customers use of websites
  - C4HCO and PEAK

# Measures requested by Advisory Committee

- Discrepancies in check box behavior by geographic region
- Difference in rate of separate schedule completion between paper and e-filers
  - Intended to address concerns re: sharing SSN information



# Anticipated timeline and next steps

- January 1<sup>st</sup>, 2022
  - Easy Enrollment program goes live
  - Data collection begins
- April 15<sup>th</sup>, 2022
  - “File-by” date for program eligibility
- Summer 2022
  - Report to advisory committee on data collection results

# Feedback from Advisory Committee

- Questions about approach?
- Preference for deliverable format?
  - PPT, report, etc.





# Auto-enrollment

[ConnectforHealthCO.com](https://connectforhealthco.com)





# Statutory requirements

DETERMINE THE FEASIBILITY OF AND, IF FEASIBLE, RECOMMEND A PROCESS FOR AUTOMATIC ENROLLMENT, THROUGH THE PROGRAM, OF ELIGIBLE UNINSURED INDIVIDUALS IN A MEDICAL ASSISTANCE PROGRAM UNDER THE "COLORADO MEDICAL ASSISTANCE ACT", ARTICLES 4, 5, AND 6 OF TITLE 25.5, OR OTHER ZERO-NET-PREMIUM CREDITABLE COVERAGE.

# Feedback from Advisory Committee

- What questions do you have?
- What topics would you like to see addressed in a feasibility assessment?

# Appendix



# Process Flow for Recommended Approach

