



Easy Enrollment Advisory Committee Update to Connect for Health Colorado Board

July 12, 2021 - Monica VanBuskirk, CPRO

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



Easy Enrollment Program

(HB20-1236)

- Connect for Health Colorado Staff has been working with the Department of Revenue to chair a committee to stand up and implement House Bill 20-1236.
- This bill allows Coloradans to check a box on State income taxes for outreach about health coverage options if they are uninsured.
- Since the beginning of 2021, the Committee has made progress preparing for implementation that begins in January 2022.

Timeline of Committee Activity

Quarter 1 2021

- Created guiding principles
- Approved check box language, tax schedule and instructions
- Considered additional process support for customers who are non-citizens
- Finalized implementation approach including length of time to apply for coverage and process for tax filers

Quarter 2 2021

- Finalized language for outreach letter
- Provided feedback on website landing page

Quarter 3 2021

- **Gathered feedback on outreach plan with specific communication and marketing strategies**
- **Confirmed success metrics and reporting for program outcomes**
- **Outlined Auto-Enrollment feasibility analysis**