



CONNECT *for* HEALTH
COLORADO®

Colorado Health Care Coverage Easy Enrollment Advisory Committee Meeting

Meeting #13

December 6th, 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 Business Representative: Zachary Pietrocarlo, Senior Tax Accountant, Olson, Reyes, & Sauerwein, LLC
- 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, In Praxis 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



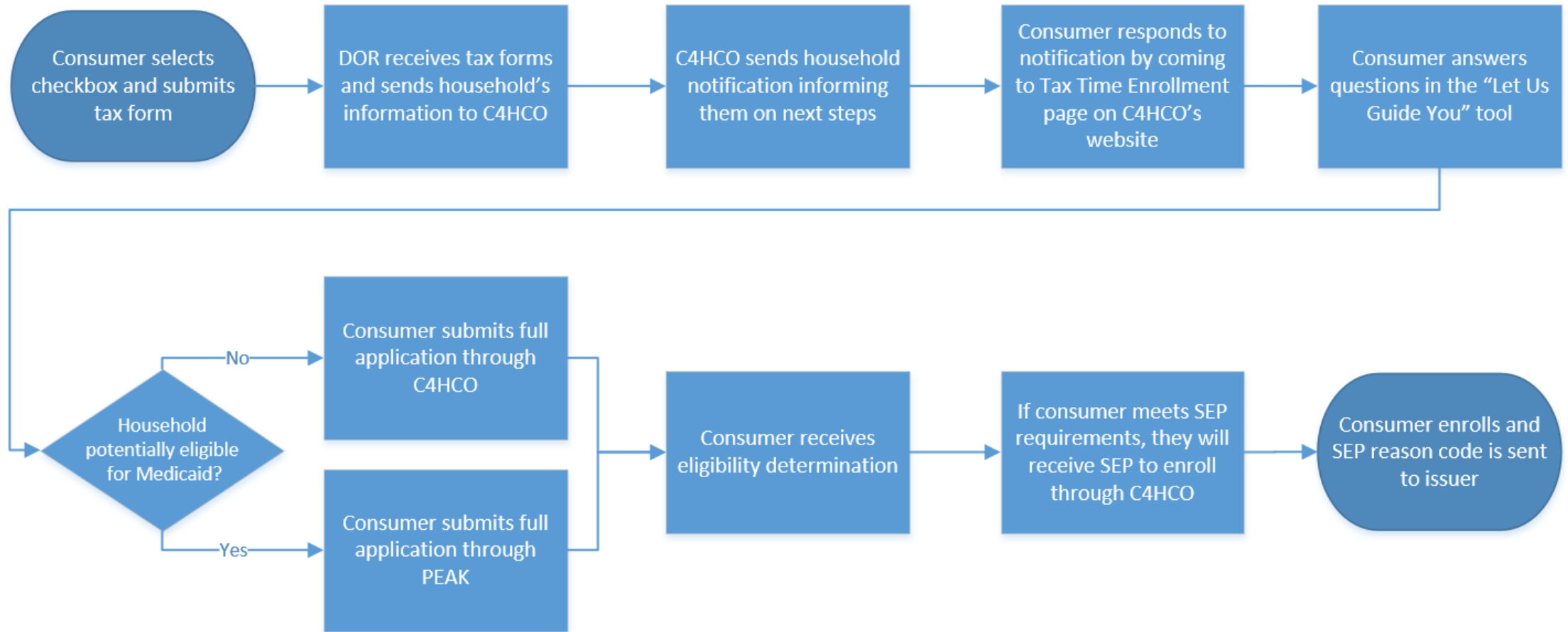
Reporting and Success Measures

Success Metrics Update

Data	Frequency	Start Date
# of box checks	Monthly	February 2022
# of enrollments	Monthly	Early Spring 2022
Annual Report <ul style="list-style-type: none">- Reporting on DOR data- Outreach and enrollments- Measures requested by the Advisory Committee	Annual	Summer 2022

Implementation Update

Reminder: Process for Easy Enrollment Customers



Easy Enrollment Implementation Status

Deliverable	Owner	Status
Tax Form DR 0104EE	DOR	Complete
Send DOR data to C4HCO	DOR & C4HCO	Complete, except paper scenarios
Easy Enrollment letter from C4HCO	C4HCO	In Testing
Tax Time Enrollment web page	C4HCO	Complete
Ability to grant Tax Time Enrollment Special Enrollment Period (SEP)	C4HCO	In Testing
Ability to provide Tax Time Enrollment SEP information to issuers	C4HCO	In Testing

Next Steps

- Complete testing for remaining items (above)
- End-to-end testing planned December 2021
- Go-Live! January 2022

Colorado Individual Income Tax Return

*To see more of the tax return, please refer to the PDF attached to this meeting.

Spouse's Date of Birth (MM/DD/YYYY)		Spouse's SSN or ITIN		Deceased		<input type="checkbox"/> If checked and claiming a refund, you must include the DR 0102 and death certificate with your return.	
Enter the following information from your spouse's current driver license or state identification card.				State of Issue	Last 4 characters of ID number	Date of Issuance	
Mailing Address						Phone Number	
City				State	ZIP Code	Foreign Country (if applicable)	
<input type="checkbox"/> To see if you or members of your household qualify for free or reduced-cost health coverage, check this box if: <ul style="list-style-type: none"> You are a Colorado resident and at least one person in your household does not have health coverage AND You give permission for the Colorado Department of Revenue to share the information on Form DR 0104EE with Connect for Health Colorado (the Colorado Benefit Exchange) and the Department of Health Care Policy & Financing. 							
Round To The Nearest Dollar							
1. Enter Federal Taxable Income from your federal income tax form: 1040, 1040 SR, or 1040 SP line 15.						• 1	00
Include W-2s and 1099s with CO withholding.							
Additions to Federal Taxable Income							



Easy Enrollment: Marketing, Comms and Outreach Plan

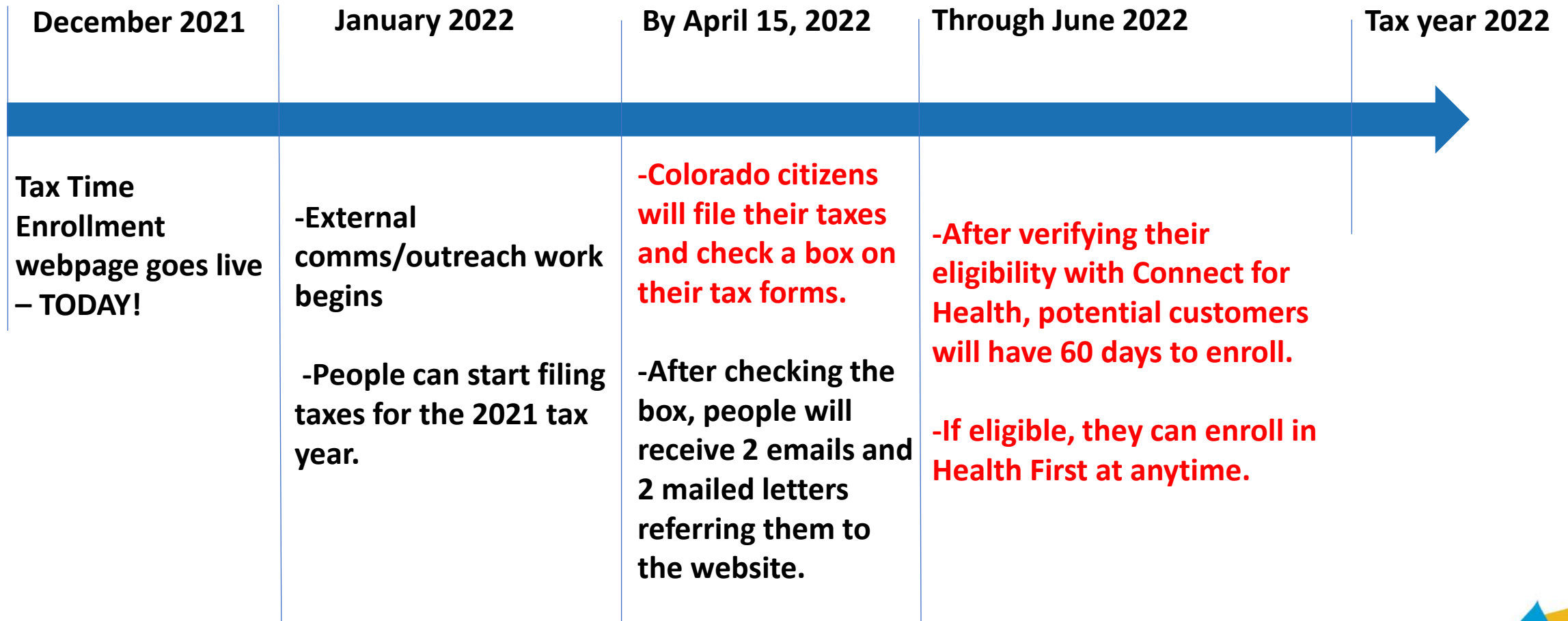
Easy Enrollment Committee Meeting – Dec. 6, 2021



Communications, Marketing and Outreach goals

- Goals in alignment with the law:
 - Maximize enrollments
 - Reduce the uninsured rate
 - Reduce barriers for people who are not US citizens
- Maximizing awareness:
 - Maximize awareness about the checkbox/ability to receive free or reduced cost healthcare
 - Maximizing our potential partnerships to help people understand when they are helping people that EE is an option
 - Maximize the number of people who check the box

Easy Enrollment Process Timeline



Communications Plan

Timing	Audience	Medium	Objective
December launch	Website visitors Tax filers who indicated interest in program- those who checked the box on their CO tax return	ConnectforHealthCO.com	
Week of December 6, 2021	Staff, Brokers, Assistants, Faneuil	Here's What's Happening Memo	Provide staff, brokers, assistants and customer service representatives with high-level information about the Tax Time Enrollment Period: when it's happening, how to respond to customers.
Late January	Press/media	Joint release-- C4HCO, HCPF	
Late January	All partners	Collateral- print and virtual, English and Spanish	Provide marketing materials to tax preparers and community partners to promote this SEP
Late January	C4HCO stakeholders/partners	Tax Time Enrollment "Toolkit"	Provide outreach partners with some information to help promote this SEP to uninsured folks in their networks/who follow their channels
During Tax Time SEP	Current customer list	Customer newsletter	Use our current customer network to remind people to remind their uninsured networks there's a chance to enroll

Outreach Efforts

- We will engage our Assistants, Brokers and Enrollment Centers and will provide a collateral toolkit for them
- 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

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

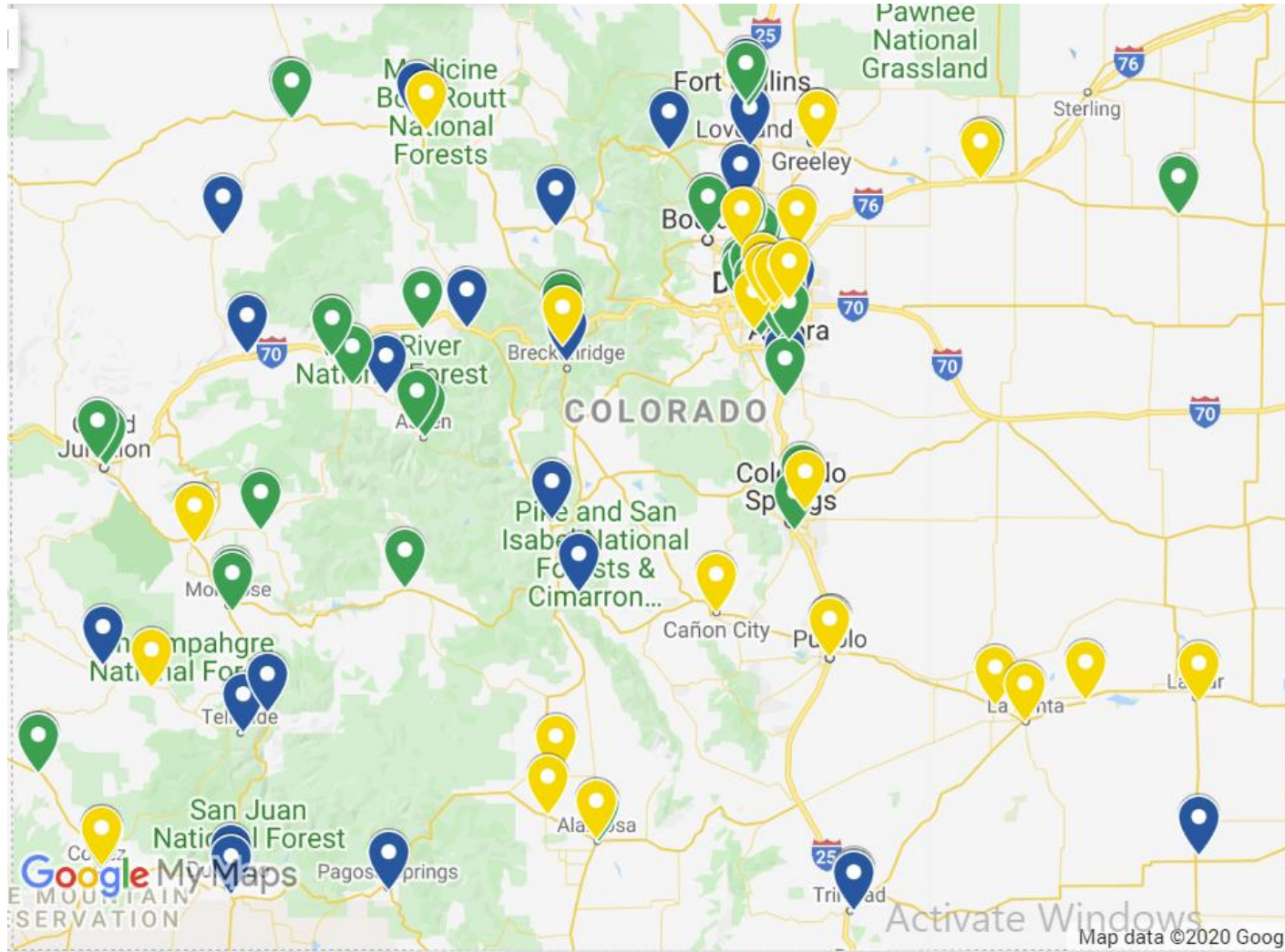
Targeted Outcome: Newly aware Coloradans will check “Yes” to Easy Enrollment on their 2021 tax year filings.

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

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



Tax Help Colorado

ConnectforHealthCO.com



Tax Help Colorado

- We are continuing to partner with Tax Help Colorado who presented to the committee last month.
- As a reminder they are a free tax help service for lower income Coloradans.
- Connect for Health Staff is preparing training materials for Tax Help Colorado volunteers so they are aware and can help people with the new tax schedule.
- We will also be partnering with them on a communication campaign during the last weeks of this open enrollment and the beginning of the tax season.

Tax Time Enrollment WordPress Page

External feedback on Website

- We gathered feedback from Assisters, Brokers, committee members and MEAC.
- The webpage was generally well received, and they recommended we make some minor changes to the website.
- We took those into consideration and made the changes that we could to the website.
- We thank everyone for their feedback who participated!

Proposed Meetings 2022 - Discussion

Proposed 2022 Meeting Schedule: Quarterly

Quarter 1 Meeting: March 7, 2022

Quarter 2 Meeting: June 6, 2022

Quarter 3 Meeting: September 7, 2022

Quarter 4 Meeting: December 5, 2022.

Motion to Approve

Public Comment