

State Legislative Updates

2/14/22



General Session Updates

- Pace of session picking up now that SMART Act hearings are wrapped up in committee.
- Key Dates:
 - March 2nd: Final passage of Senate bills in the Senate and House bills in the House
 - March 28th: Budget long bill introduced in the House



Requirements for Board to Take Bill Positions

- 1. Connect for Health Colorado will not take a position on legislation unless the legislation will have a direct and significant impact on the continued operation of the Exchange.**
2. If a piece of legislation is anticipated to have a direct and significant impact on the continued operation of the Exchange, the Board may discuss whether a position and/or public testimony is warranted.
3. The CEO has the authority to communicate the potential impacts of the legislation to legislators, even if the board does not take a position on the legislation.
4. If it is determined appropriate for the Board to take a position on a piece of legislation, then the Board Chair, CEO or other Board designee will have the authority to represent the Board as required in working with legislators, administration officials, the Governor, as well as other parties through the legislative process.

Frequent Policy Questions

These were the questions the Board most frequently asked last year:

- What are the financial and operational considerations?
- How does this proposal meet or not meet Connect for Health Colorado's mission and strategic goals?
- What does this mean for rural communities?
- Are we gaining enrollments on Exchange with this bill?

We will do our best to answer these questions as we present bills for your consideration.

Bill for Board Consideration: SB22-081

Title: Health Exchange Education Campaign Health-care Services

Sponsors: Sen. Smallwood

Summary:

- The bill requires the Board of Connect for Health Colorado to design and implement an outreach and marketing campaign for on-Exchange enrollments, off-Exchange enrollments, the small group market, and Medicaid enrollments
- The campaign must include information about benefit design***, out of pocket costs, eligibility, and financial aid.
- The initiative is funded by re-instating a special fee assessed against health insurers.***
- The bill also raises the amount of tax credits a health insurer can claim in exchange for donations given to the Exchange from 5 million to 10 million.
- *** = **provisions expected to be amended out, according to sponsor**

FAQ: SB22-081

- **What are the financial and operational considerations?**
 - If issuer fee is NOT amended out, C4 will incur a cost to obtain software needed to assess fee.
 - Aligning this campaign with C4's objective to educate and empower customers to choose the right plan for their unique circumstances, so they can access the health care they need, would leverage C4's strengths and achieve the bill's goal of educating consumers about their options.
 - As written, this is approx. a \$20 million marketing campaign. Additional flexibility and a focus on leveraging C4's existing marketing expertise, would more closely align the campaign with the \$5 million outlined in the bill.
- **What does this mean for rural communities?**
 - More marketing and outreach dollars to reach rural eligible but not enrolled populations.
- **Are we gaining enrollments on Exchange with this bill?**
 - More marketing and outreach dollars to reach eligible but not enrolled populations statewide should result in increased enrollment. It is the correct coverage option for the customer.
- **How does this proposal meet or not meet Connect for Health Colorado's mission and strategic goals?**
 - Our mission is to increase access, affordability, and choice for individuals and small employers purchasing health insurance in Colorado. This will expand C4's reach to more prospective customers, especially financial assistance eligible but not enrolled customers, and aligns with Strategic Goal #3 to get customers to attain and retain the right health coverage for their circumstances.

SB22-081 and C4's Strategic Plan

- **Goal #1: Improve access to coverage to increase enrollments in rural areas of Colorado.**
 - More marketing and outreach dollars to reach rural eligible but not enrolled populations.
- **Goal #2: Maximize the number of consumers who shop and enroll through the health insurance marketplace and apply for available financial assistance.**
 - Increase awareness of Exchange options and eligibility for financial assistance.
- **Goal #3: Improve the ability of customers to attain and retain coverage based on their health care needs and circumstances.**
 - Coloradans will be better educated as to their plan choices, out of pocket costs, and eligibility for financial assistance- including individuals transitioning from Medicaid to Marketplace or who may lose employer sponsored coverage.

Marketing and Outreach Possibilities with Additional Funding

Some ideas, not an exhaustive list:

- Expand family glitch outreach
- Expand small business outreach
- Expand marketing to other languages not just Spanish and English
- More rural outreach and education
- Year-round marketing, including for qualifying life changing events
- Better support for Medicaid to Marketplace bridge at end of Public Health Emergency
- Better support for people coming off employer sponsored insurance
- Developing expertise and training on health reimbursement arrangements
- Expanding Assister network

Questions: SB22-081

- What questions do you have?
- What additional information do you need to take an informed position?

Staff
Recommendation:
SB22-081

Position: Amending

Staff recommends the Board take an Amending position and testify in support of the anticipated strike below amendment in the first committee. This is contingent on an amendment that removes the issuer fee and creates flexibility for C4HCO to implement a marketing campaign that aligns with its goal to improve the ability of customers to attain and retain coverage based on their health care needs and circumstances.