



CONNECT *for* HEALTH
COLORADO®

Colorado Health Care Coverage Easy Enrollment Advisory Committee Meeting

Meeting #14

March 7th, 2022



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: Vacant
- 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, InPraxis Communications

Advisory Committee Vacancy

- The Consumer Advocate Representative seat is open.
- Please find the application materials at <https://connectforhealthco.com/about-us/board-and-stakeholders/committees-groups/easy-enrollment-advisory-committee/> (link in chat)
- Application materials should be sent to board@connectforhealthco.com

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



Implementation Update

Implementation Update

Easy Enrollment process is LIVE!

- Tax Form DR 0104EE is available for all tax filers
- DOR is processing returns and sending information to Connect for Health Colorado
- Connect for Health is sending Easy Enrollment notices
- Box checkers are applying and enrolling in Medicaid programs and using the Tax Time Enrollment Special Enrollment Period to enroll in health plans
- C4 and DOR development teams have been working together to quickly identify and resolve issues



Enrollment Update

- As of 2/28:
 - ~80,500 box checks
 - 23 C4HCO enrollments
 - HCPF finalizing reporting

Tax Time Enrollment Update: Marketing, Outreach, Assister/Broker Network

Easy Enrollment Committee Meeting – March 7, 2022



Marketing and Communications Efforts

- Launched the [Tax Time page](#) directing customers how to apply.
- Our [press release](#) about Tax Time included support and quotes from Lt. Governor Dianne Primavera, CDOR ED Mark Ferrandino, Kim Bimestefer, Executive Director for the Department of Health Care Policy & Financing and our CEO, Kevin Patterson.
- Drafted a Message Platform to keep everyone on the same page.



When you filed your Colorado state tax return, you checked a box to say you're uninsured and wanted to find out if you or members of your household qualify for free or low-cost health insurance.

If you've checked that box and arrived at this page, you are in the right place.

Connect for Health Colorado, the *official* health insurance marketplace, is here to connect you to coverage and evaluate whether you qualify for a Special Enrollment Period to enroll after filing your taxes.

Quick links to find answers:

[Get Help Applying](#)

[Get Financial Help](#)

[Health Insurance 101](#)

[Insurance Costs Explained](#)

[Health Plan Categories](#)

Virtual Toolkit with Marketing and Outreach Materials

- Online Toolkit available with materials for our partners, including social media content, flyers, newsletter content.

<https://c4h.co/TaxTimeToolkit>

- The Outreach Team worked with the following partners to get our newsletter piece out:

- Colorado CPA Society
- Good Business Colorado
- Colorado Latino Chamber of Commerce
- Colorado Black Chamber of Commerce
- Spur Small Business Consulting
- Small Business Majority
- Mile High Young Professionals
- Colorado Festivals and Events Association
- Colorado Women's Chamber of Commerce
- Colorado Restaurant Association
- Denver Human Services Community Listserv
- Newsletter coverage from 10 Chambers of Commerce

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Tax Time Enrollment Program: Sample Newsletter Blurb

Below is sample newsletter blurb or email content to use when contacting tax preparers and community partners about the new Tax Time Enrollment program.

New Health Coverage Sign-Up Opportunity

Thanks to a new state law, residents can mark on their tax return that they are uninsured and interested in finding out if they qualify for free or low-cost health coverage. With the simple act of checking a box, they opt-in for their information to be shared with Connect for Health Colorado, the state's official health insurance marketplace. From there, they will receive an informational letter with next steps for signing up with Health First Colorado (Colorado's Medicaid program) or Connect for Health Colorado during a Special Enrollment Period. That letter is their ticket to enroll, so remind them to check the box on their tax return and file soon!

Once they've checked the box, there's no requirement to apply for health insurance or risk that their information will be used for any other purposes. Connect for Health Colorado is here to help residents start-to-finish with the application process, and we provide free enrollment assistance around the state.



Other Outreach Efforts

- Physical Brochures distributed to the following VITA tax sites:
 - Metro State University
 - Mi Casa Resource Center
 - The Fax
 - Aurora Central, MLK, & Hoffman Libraries
 - Aims Community College in Greeley
- Presented to all Tax Help Colorado sites virtually
- Contacts at 22 counties alerted
- 68 tax preparers contacted



CONNECT for HEALTH COLORADO

TAX TIME ENROLLMENT

A new way to get health insurance

You can usually only get private health insurance once per year, during the Open Enrollment Period from November 1 through January 15.

BUT, you can likely enroll in a health plan if you file your Colorado state tax return before April 15th and check a box stating that you are uninsured and interested in learning about free or low-cost health coverage.

By checking this box on your Colorado state tax return, you may be eligible for a 60-day Special Enrollment Period to sign up for a health insurance plan through Connect for Health Colorado.

People who qualify for Health First Colorado (Colorado's Medicaid program) or the Child Health Plan Plus (CHPP+) program can enroll at any time during the year.

[Learn more](#)

We are here to help you.
Connect for Health Colorado offers free enrollment help from our certified experts, both in-person and virtually. We also have an easy online tool to compare the best health insurance options for you and your family.

ConnectforHealthCO.com • 855-752-6749



Paid Advertising to Get the Word Out Further

Connect for Health Colorado is engaging in an English and Bilingual advertising campaign, targeting uninsured adults around the state.

Campaign includes:

- Radio
- Digital display ads
- Social media ads
- Search retargeting
- Paid search
- CBS March Madness package

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Find out how »

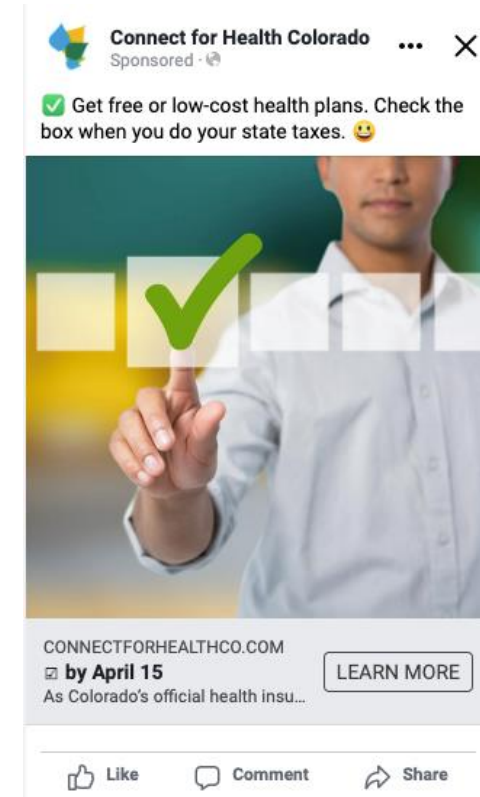


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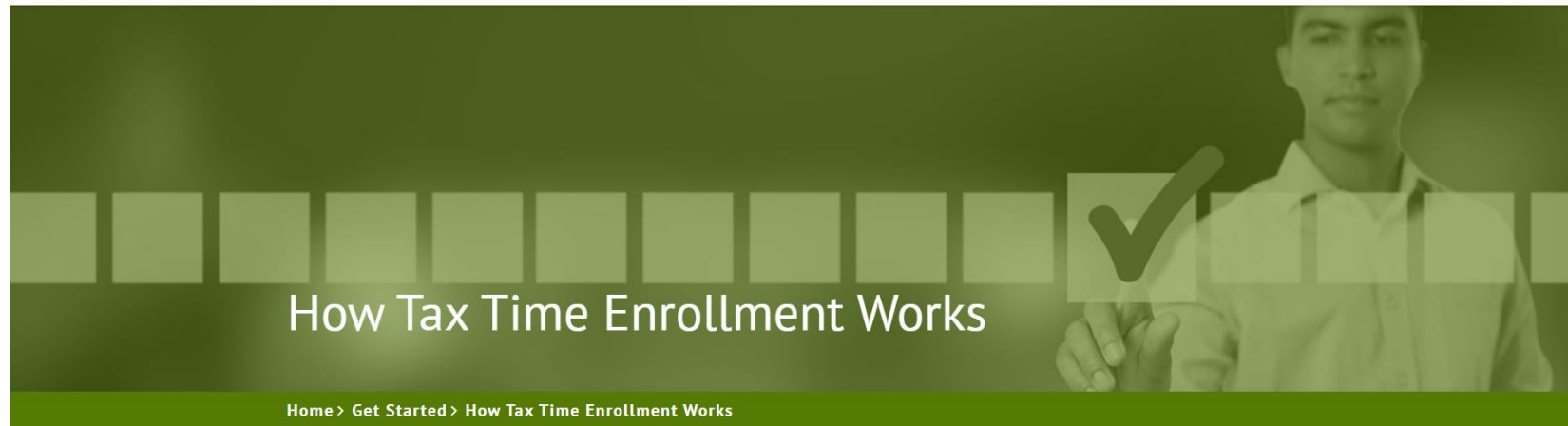
LEARN MORE

Like Comment Share

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Additional Webpage with Information

We added an additional page to share more information about checking the box on the tax form, which is where the ads point to:



Connecting you to free or low-cost health insurance when you file your Colorado state taxes

Check a box when you file your state taxes if you would like us – Colorado’s official health insurance marketplace – to see if you may qualify for free or low-cost health coverage. If you file your taxes by April 15th, this selection launches a process that will help you enroll during a Special Enrollment Period.

Quick links for tax filing:

- [Tax Help Colorado](#)
- [Form DR 1040](#)
- [IRS Free File](#)

<https://connectforhealthco.com/get-started/how-tax-time-enrollment-works/>

Spanish-language/Latinx Advertising Campaign

- Ad campaign for Tax Time Enrollment includes radio/streaming spots, digital display banners/ads, Facebook ads, Facebook lives with Univision Colorado news anchors, and more!

¿SIN SEGURO MÉDICO?

El programa de inscripción en la temporada de impuestos podría ayudarte.

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Our Broker & Assistance Network Teams have been educated on Tax Time Enrollment



Discussion Opportunities

Tax Time Enrollment updates have been included in open forum meetings for both channels. These meetings occur every other week and will continue to include opportunities for discussion.

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Email Distribution

Email alerts, including updates and training opportunities, have been circulated with our distribution lists.



Training Modules via C4U

191 members of our Assistance Network and Broker Channels have completed the Tax Time Enrollment Training via our training site, C4U



Questions?
Ichadwick@c4hco.com

Public Comment