

# Colorado Health Care Coverage Easy Enrollment

Update to Connect for Health Colorado Board  
March 14th, 2022



# Easy Enrollment Advisory Committee

## 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

# Tax Time Implementation Update

Implementation, Enrollment, Marketing and Outreach



# Implementation Update

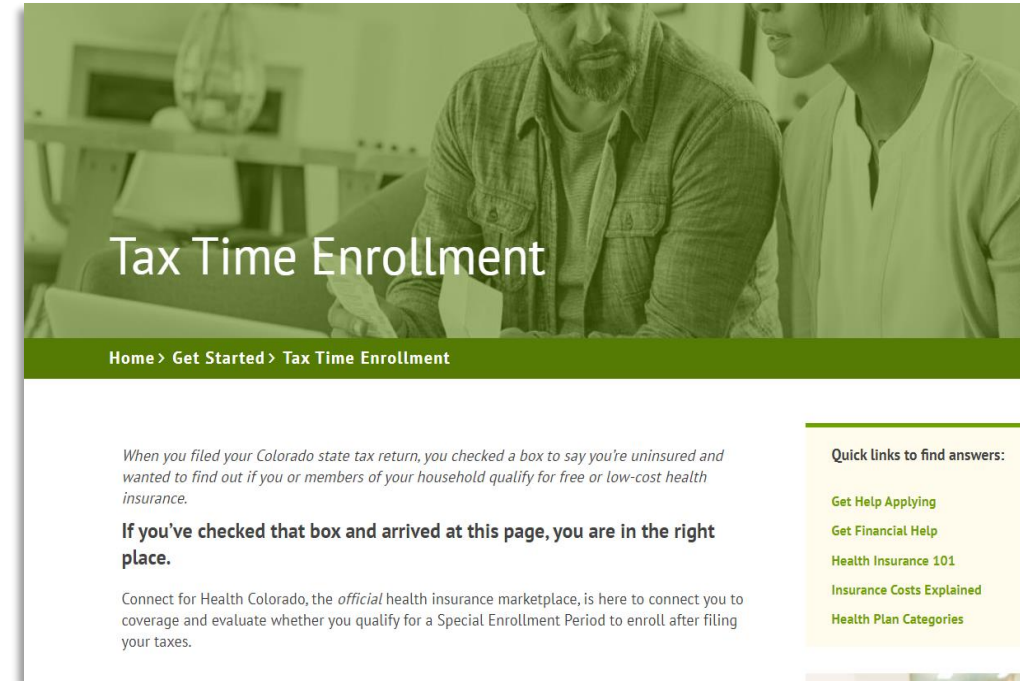
## Easy Enrollment process is LIVE!

- 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



# Communications, Media and Outreach Efforts

- Launched the [Tax Time page](#) directing customers how to apply
- Our [press release](#) about Tax Time included support and quotes from Lt. Governor CDOR and HCPF Executive Directors as well as our CEO.
- [Online Toolkit](#) available with materials for our partners, including social media content, flyers, newsletter content.
- Physical Brochures distributed to several VITA tax sites
- Presented to all Tax Help Colorado sites



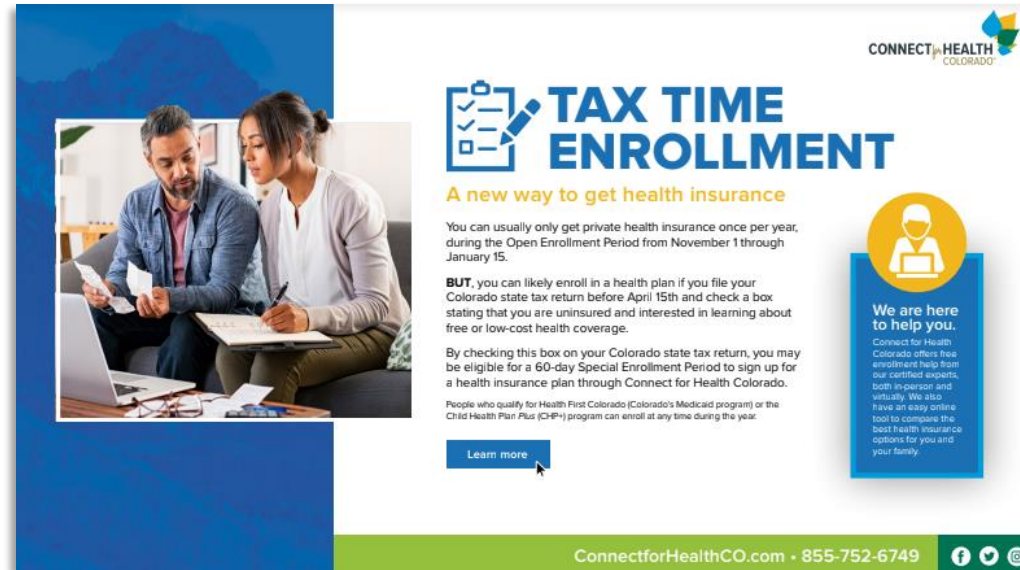
# Paid Advertising to Get the Word Out Further

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
- Livestream with Univision
- Paid search
- CBS March Madness package
- And more!

ConnectforHealthCO.com



**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.

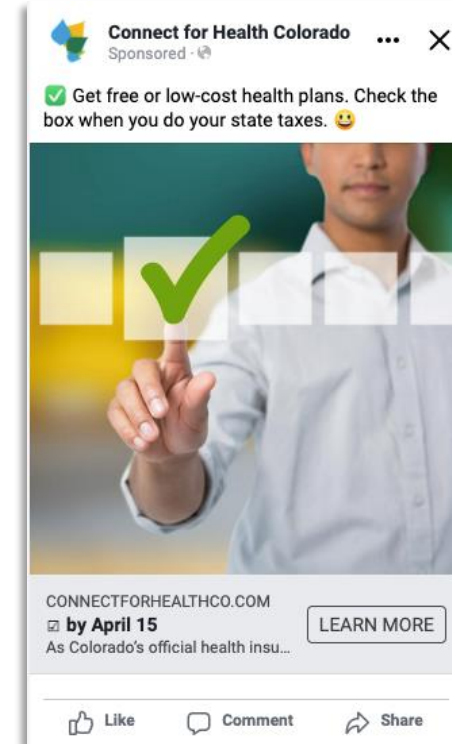
By checking this box on your Colorado state tax return, you may be eligible for a 60-day Special Enrollment Period to sign up for a health insurance plan through Connect for Health Colorado.


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](#)

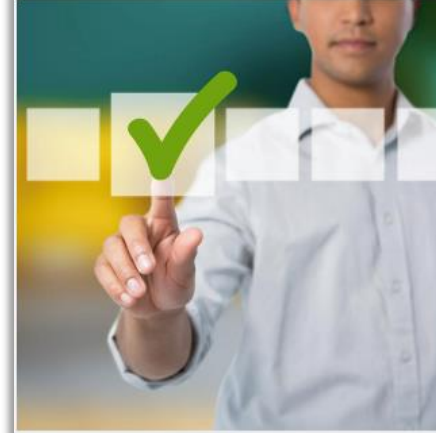
ConnectforHealthCO.com • 855-752-6749

**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.



**Connect for Health Colorado** Sponsored · 

✓ Get free or low-cost health plans. Check the box when you do your state taxes. 😊



CONNECTFORHEALTHCO.COM  
by April 15  
As Colorado's official health insu... [LEARN MORE](#)

Like Comment Share



**¿SIN SEGURO MÉDICO?**

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



**CONNECT FOR HEALTH COLORADO**

[Más Información](#)

# 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.

[ConnectforHealthCO.com](http://ConnectforHealthCO.com)



## 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

# Enrollment Update

- As of 2/28:

>80,500 box  
checks

>4,700 views  
of Tax Time  
web page

23 early  
enrollments

- HCPF finalizing reporting



# Appendix

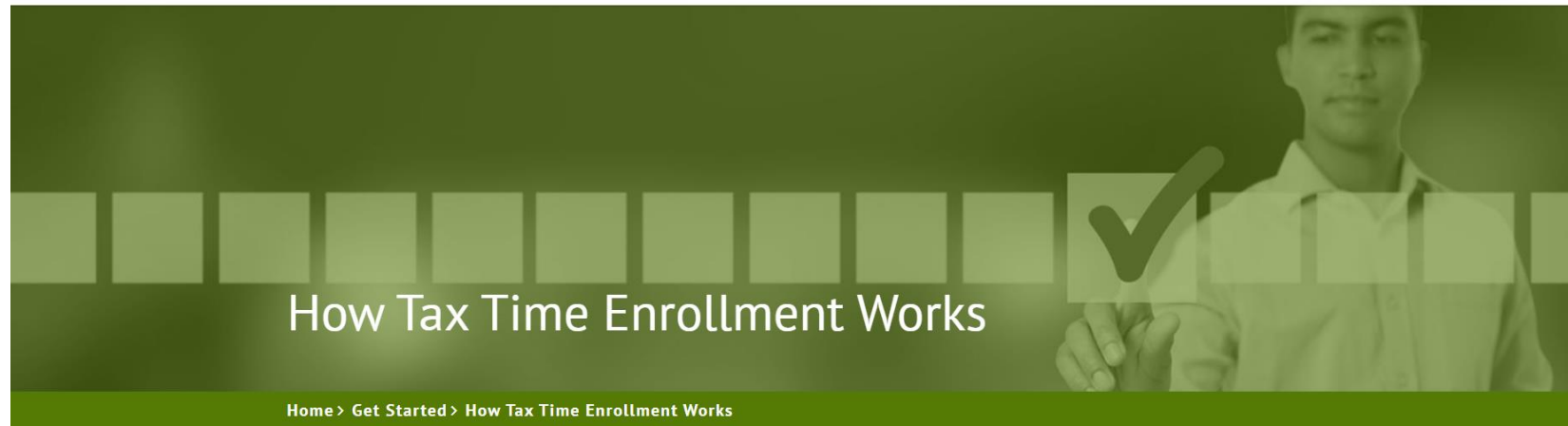
# Guiding Principles

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

# 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/>