

Public Health Emergency (PHE) “Unwind” Coordination

Presentation to the Connect
for Health Colorado Board
June 13, 2022



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What We Know...Working Assumptions for Unwind

- PHE end date unknown - likely renewed in July, maybe again in October
- When PHE ends - HCPF will take the full 12 months (14 month cycle with noticing) to complete all renewals.
- All 1.6+ million must be redetermined - estimated 630K “continuous coverage” population, 1/2 of those are estimated to remain Health First Colorado or CHP+ or qualify for a different medical assistance program - others may benefit from an exchange plan.
- **With improved economy many may already have employer sponsored or other coverage.**



Renewal Process



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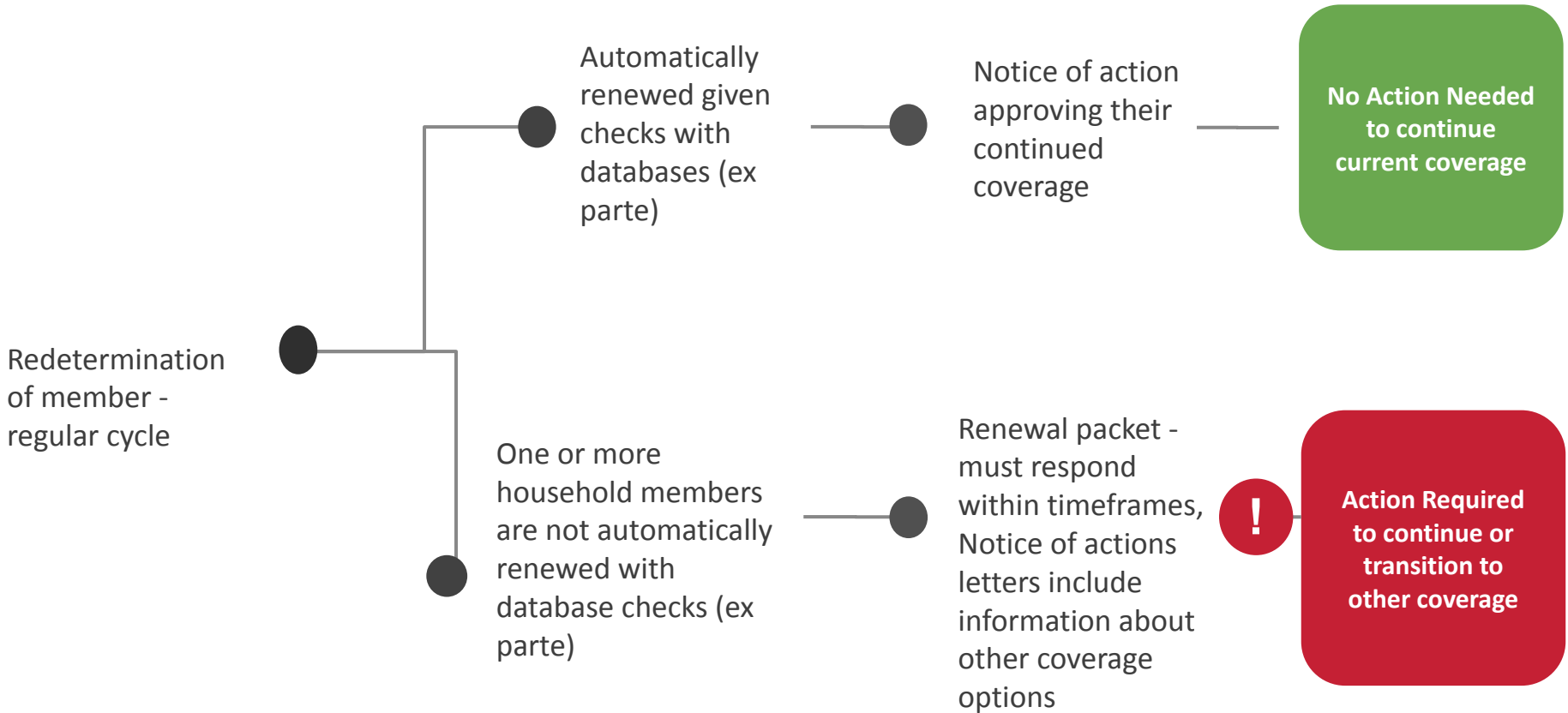
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Renewal process overview

What happens behind the scenes/administratively

What a member sees

Action Needed



Communications to Members/Customers



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Health First Colorado/CHP+ Renewals Communications

- **Leverage existing annual renewal cycle**, existing notices to reduce confusion
 - NEW for Unwind: reminder messaging at key points in renewal cycle
- **Meet members where they are**, leverage message formats based on communication preferences
- **Collaborate with partners to help our members** understand it's critically important to:
 - Keep their contact information up to date so we can reach them (Phase 1)
 - Look for and respond to letters in a timely manner (Phase 2)
 - Understand their coverage options and where to go for help (Phase 2)
- **Phased toolkits** for consistent messages across multiple platforms



Renewal Process & Communications



Initial Renewal Comms:
Department sends letter, email, text, and push notification via the Health First Colorado app directly to members.

Reminders:
Department (via Enrollment Broker) sends letter to those who have NOT taken action.

RAEs/CHP+ plans direct outreach to all members, especially their high risk and/or focus populations that have not taken action yet.

Transition Outreach:
Department sends email and letter directing to Connect for Health exchange plan options where appropriate.

Connect 4 Health does direct outreach (see following slides)

Health First Colorado website, traditional & social media, Health First Colorado app, PEAK, member newsletters, call centers, partner and provider messaging, materials in libraries, homeless shelters, clinics, etc.



Customer Journey: Transition to Connect for Health Colorado

Customer receives a letter from the State telling them that **they are no longer eligible for Health First Colorado/CHP+** and encouraging them to apply with **ConnectforHealthCO.com**

Connect for Health Colorado sends an email about its Marketplace to a targeted segment of customers who are losing Health First Colorado

During their 60-day Special Enrollment Period, customer applies with Connect for Health Colorado on their own or with a Broker or Assister

Customer selects a health insurance plan, and their coverage begins on the first day of the month following plan selection

Customer is covered for 2022!

Connect for Health Colorado Emails to Potential Customers

Example from last Open Enrollment

ConnectforHealthCO.com



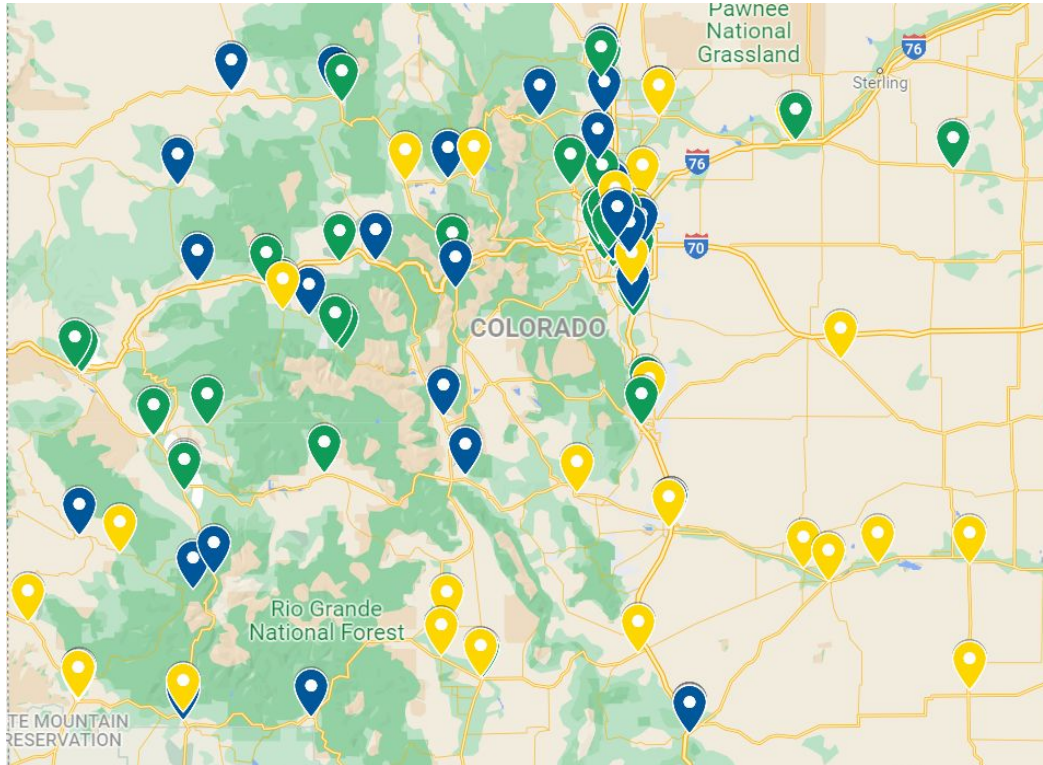
← Colorful, eye-catching and friendly branding

← Simple language and short emails

← Links and buttons to learn more about financial help and to find local enrollment assistance



Enrollment Assistance



We offer free enrollment assistance across the state. Education and outreach are going to be an essential part of the coverage bridge.

Green = Enrollment Centers
Blue = Health Coverage Guides
Yellow = Certified Application Counselors

Questions



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