

***Easy Enrollment Advisory Committee***  
***June 6, 2022***  
***3:00 PM to 5:00 PM***

**Committee Members Present:** Jared Colturi, Jeanine Draut, Amber Egbert, Melanie Herrman, Deb Judy, Marivel Klueckman, Zach Pietrocarlo, David Sullivan, Tanya Trujillo, and Monica VanBuskirk

**Committee Members Absent:** Jared Colturi

**Staff Present:** Leslie Chadwick, Jacqueline Espy, Suzy Fitzgerald, Ashton Hall, Jessalyn Hampton, Elizabeth Horng, Molly McClurg, Danny O’Neil, Kevin Patterson, Ilana Rivera, Hannah Sieben, Nina Schwartz, Katie Shannon, Matt Siglinger, Ezra Watland, and Richard Wharton

**I. Welcome & Introductions**

- Monica VanBuskirk called the meeting to order at 3:04pm and welcomed those in attendance.
- Amber Egbert performed roll call.
- The minutes from the December 6<sup>th</sup>, 2021 Advisory Committee meeting were reviewed and approved.
- The opening remarks included the notification of Allison Neswood’s departure from the Advisory Committee. The Advisory Committee is now looking for a Consumer Advocate Representative. All [application materials](mailto:board@connectforhealthco.com) can be sent to [board@connectforhealthco.com](mailto:board@connectforhealthco.com).
- Monica VanBuskirk reviewed the Advisory Committee’s Guiding Principles.

**II. Implementation Update**

Staff & the Department of Revenue (DOR) provided an implementation update to the Advisory Committee. Updates included:

- The Easy Enrollment process is now live.
- Tax Form DR 0104EE is available for all tax filers.
- DOR is processing returns and sending information to the Marketplace.
- Connect for Health Colorado is sending Easy Enrollment notices.
- Customers who selected the Easy Enrollment box are applying and enrolling in Medicaid programs and using the Tax Time Enrollment Special Enrollment Period (SEP) to enroll in health plans.
  - As of February 28, 2022, there have been 80,500 box checks and 23 Marketplace enrollments.
  - The Department of Health Care Policy & Financing (HCPF) is working to finalize reporting.

- The Marketplace and DOR development teams have been working together to quickly identify and resolve issues.
- The Marketplace will send out a monthly base metric report to the Advisory Committee as well as an annual report in the summer/fall that will have additional metrics.

### III. **Marketing, Outreach, Assister/Broker Network Update**

Staff provided marketing, outreach, and assistance network updates to the Advisory Committee.

#### Marketing, Outreach, & Communications

Marketing, outreach, and communications efforts include:

- Launched the Tax Time page that directs customers on how to apply.
- Tax Time press release included support and quotes from partners at the Lt. Governor's office, DOR, & HCPF.
- Drafted a Message Platform that is continually updated to keep everyone on the same page.
- The Online Toolkit is available with materials for partners including social media content, newsletter content, and flyers.
- Physical brochures were distributed to Volunteer Income Tax Assistance (VITA) tax sites.
- Virtual presentations to all Tax Help Colorado sites.
- Contacts at 22 counties were alerted and 68 different tax preparers were contacted.
- The Marketplace is engaging in an English and Bilingual advertising campaign, targeting uninsured adults around the state.
- Created an additional webpage to share more information about checking the box on the tax form, online ads point to this page as well.
- Spanish/Latinx Advertising campaign including radio/streaming spots, digital display banners/ads, Facebook ads, and Facebook lives with Univision Colorado.

#### Assistance Network

Assistance Network updates include:

- Assister and Broker Network teams have been educated on Tax Time Enrollment.
- Tax Time Enrollment updates have been included in open forum bi-weekly meetings for both channels.
- Email alerts, including updates and training opportunities, have been circulated in the network's distribution lists.
- 191 members of the Assistance Network and Broker Channels have completed the Tax Time Enrollment training via the Marketplace's training site.

### IV. **Public Comment**

None.

The meeting presentation can be viewed [here](#).

Meeting adjourned at 3:50pm.

Respectfully submitted,

Monica VanBuskirk  
Committee Co-Chair

Amber Egbert  
Committee Co-Chair