



CONNECT *for* HEALTH
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Colorado Health Care Coverage Easy Enrollment Advisory Committee Meeting

Meeting #15

September 7th, 2022



Opening Remarks from the Easy Enrollment Advisory Committee Co-Chairs

Roll Call and Introductions; Approval of Prior Meeting Minutes

Co-Chairs:

- Amber Egbert, Legislative, Tax Business Rule, and Forms Coordinator, Taxation Division, Colorado Department of Revenue
- Nina Schwartz, Director of Policy and External Affairs, Connect for Health Colorado

Members:

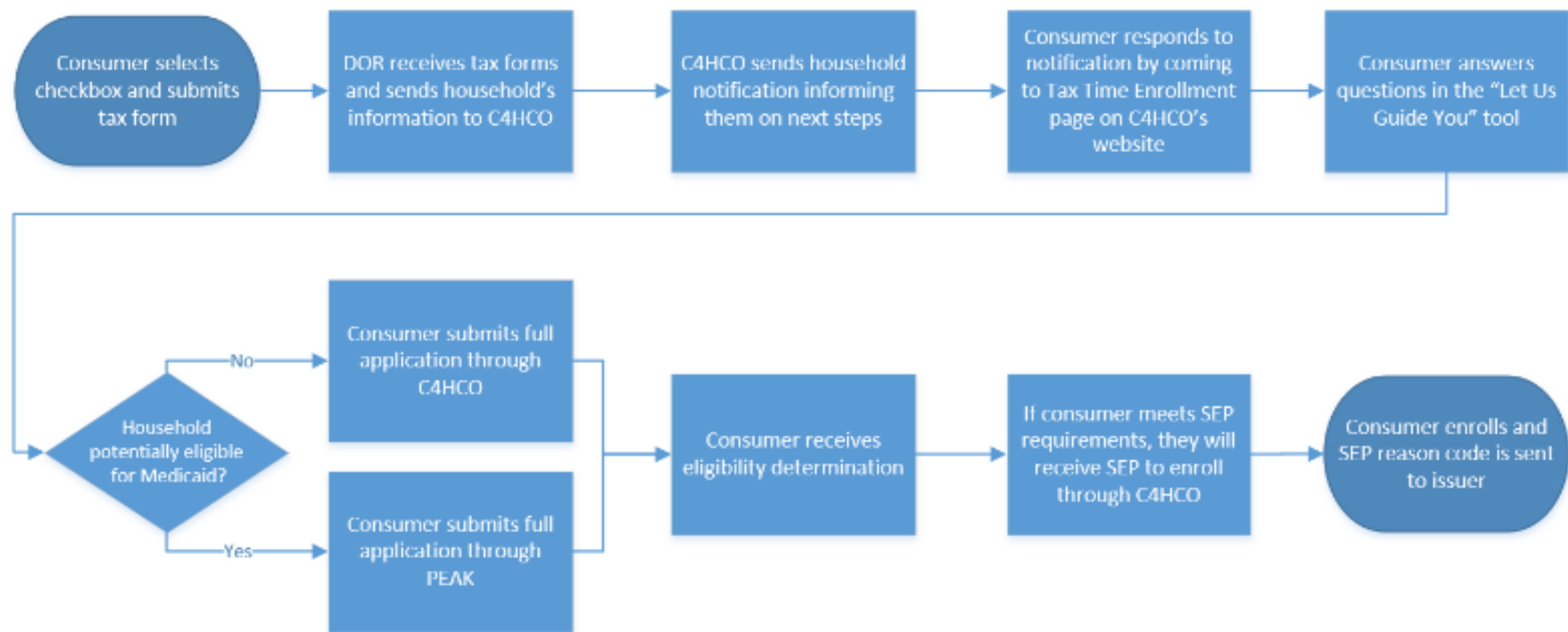
- Colorado Department of Health Care Policy & Financing (HCPF) Representative: Marivel Klueckman, Eligibility Division Director
- Colorado Division of Insurance (DOI) Representative: Debra Judy, Deputy Commissioner of Policy Affairs
- Consumer Advocate Representative: Bethany Pray, Legal Director, Colorado Center on Law and Policy
- 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

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

Reminder: Process for Easy Enrollment Customers



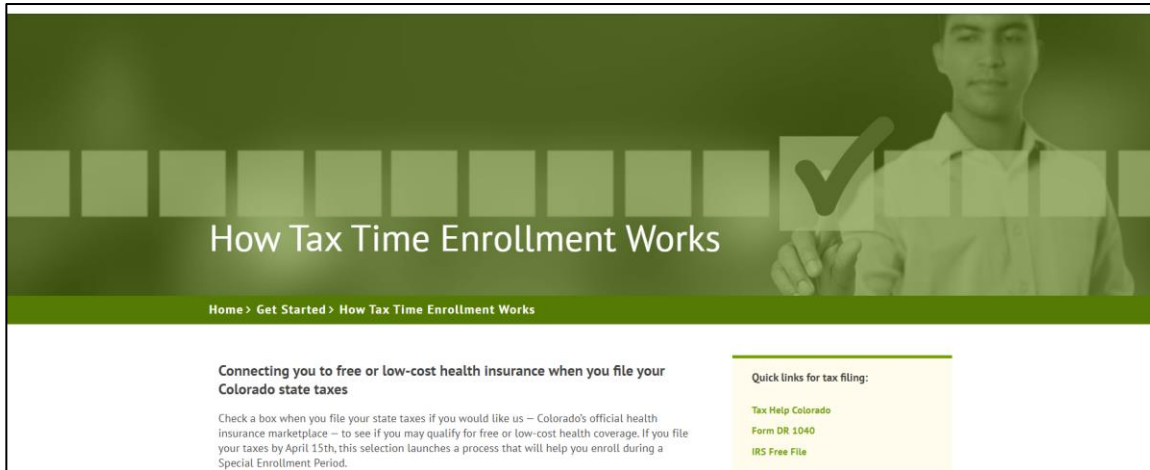
Tax Time Enrollment Year 1: Marketing and Outreach Report

Easy Enrollment Advisory Committee Meeting – Sept. 7, 2022

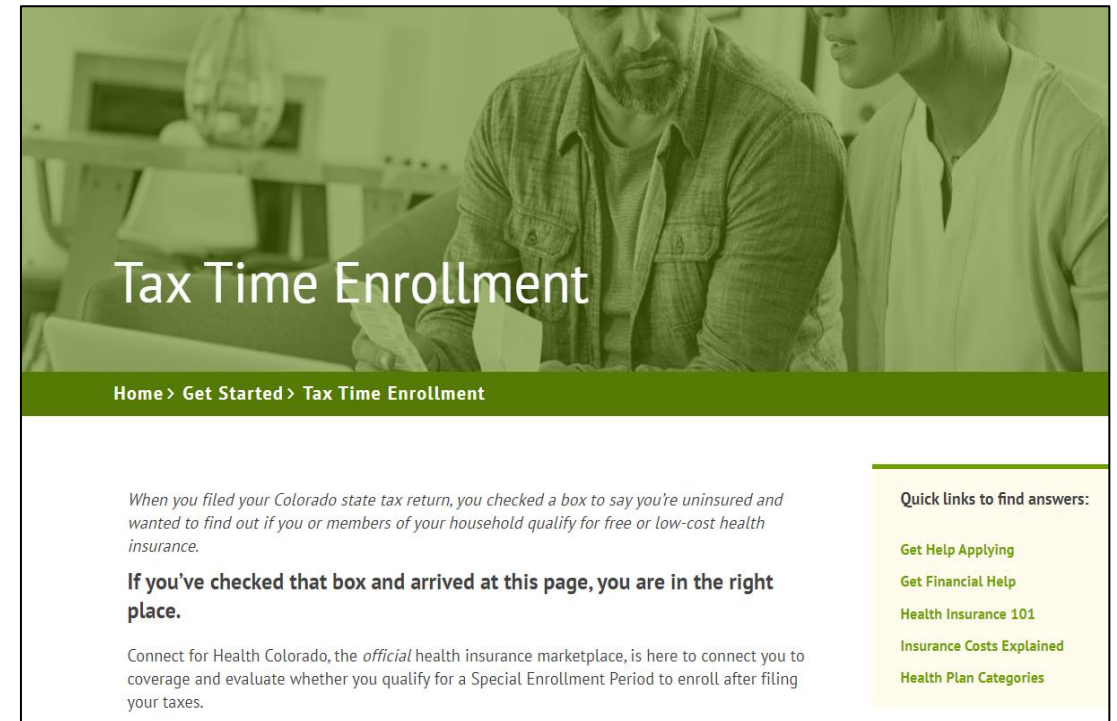


Web Presence

Launched a [web page](#) to share more information about checking the box on the tax form



Launched a [web page](#) directing customers how to apply



Media Relations and Communications

- Our [press release](#) about Tax Time included support and quotes from Lt. Governor Dianne Primavera, DOI 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.

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:
 - Tax Help Colorado
 - 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

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

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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 (CHP+) 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

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Paid Advertising to Get the Word Out Further

We conducted an English and Spanish/Bilingual advertising campaign, targeting uninsured adults around the state.

Campaign included:

- Radio
- Digital display ads
- Social media ads
- Search retargeting
- Paid search
- [Good Day Colorado TV Interview](#)
- CBS March Madness package

ConnectforHealthCO.com



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when filing your taxes

Find out how »



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Get free or low-cost health insurance

Check the box by April 15

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

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📅 by April 15

As Colorado's official health insu...

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Spanish-language/Latinx Advertising Campaign

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

[FB Live on Univision](#)





Questions?
Ichadwick@c4hco.com



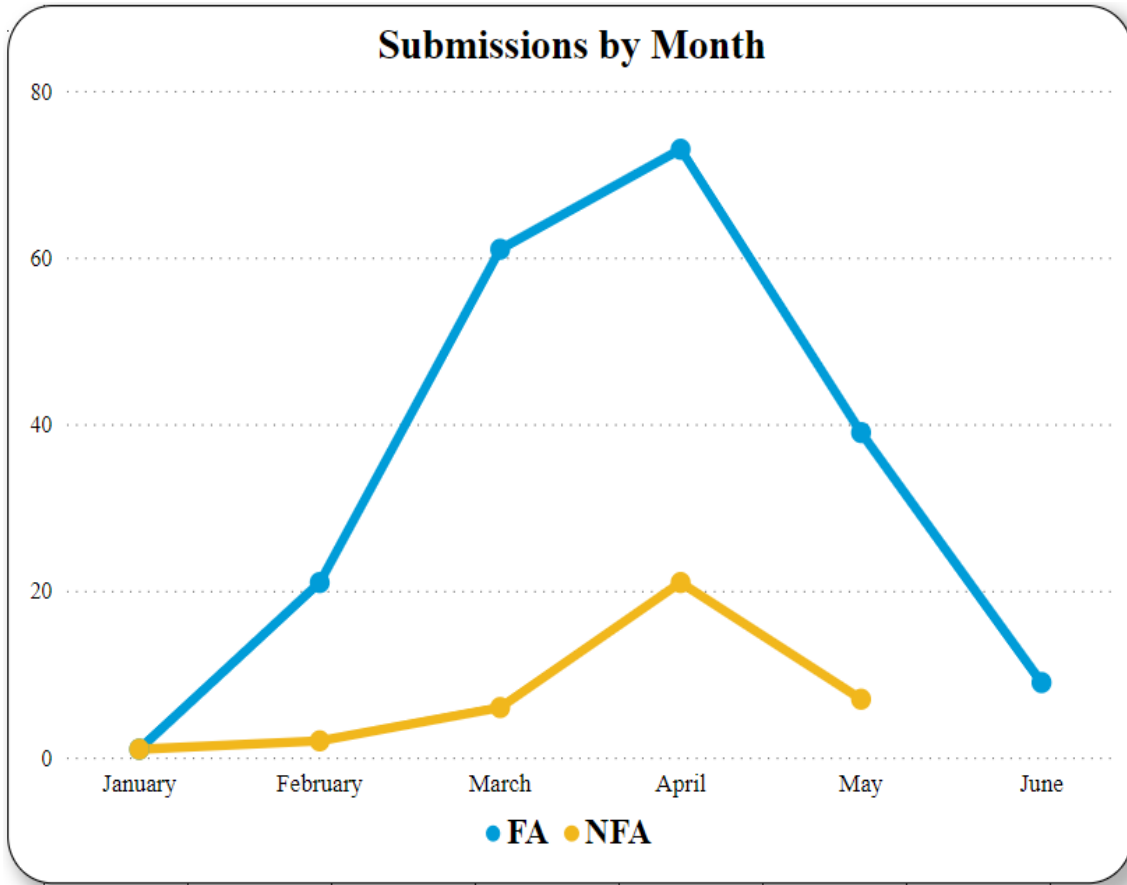
Tax Time Enrollment Year 1: Key Metrics

Tax Time Enrollment Key Findings

- **As of June 30, 2022, Tax Time Enrollment box checks resulted in 1,188 enrollments for Connect for Health Colorado, and 29,990 positive eligibility determinations for Health First Colorado/CHP+.**
- During program year 2022, 140,000 households checked the box. These households consisted of 250,000 individuals, 93% of whom provided their email address.
- The average time from customer notification to plan submission was 30 days. April was the most common enrollment month.

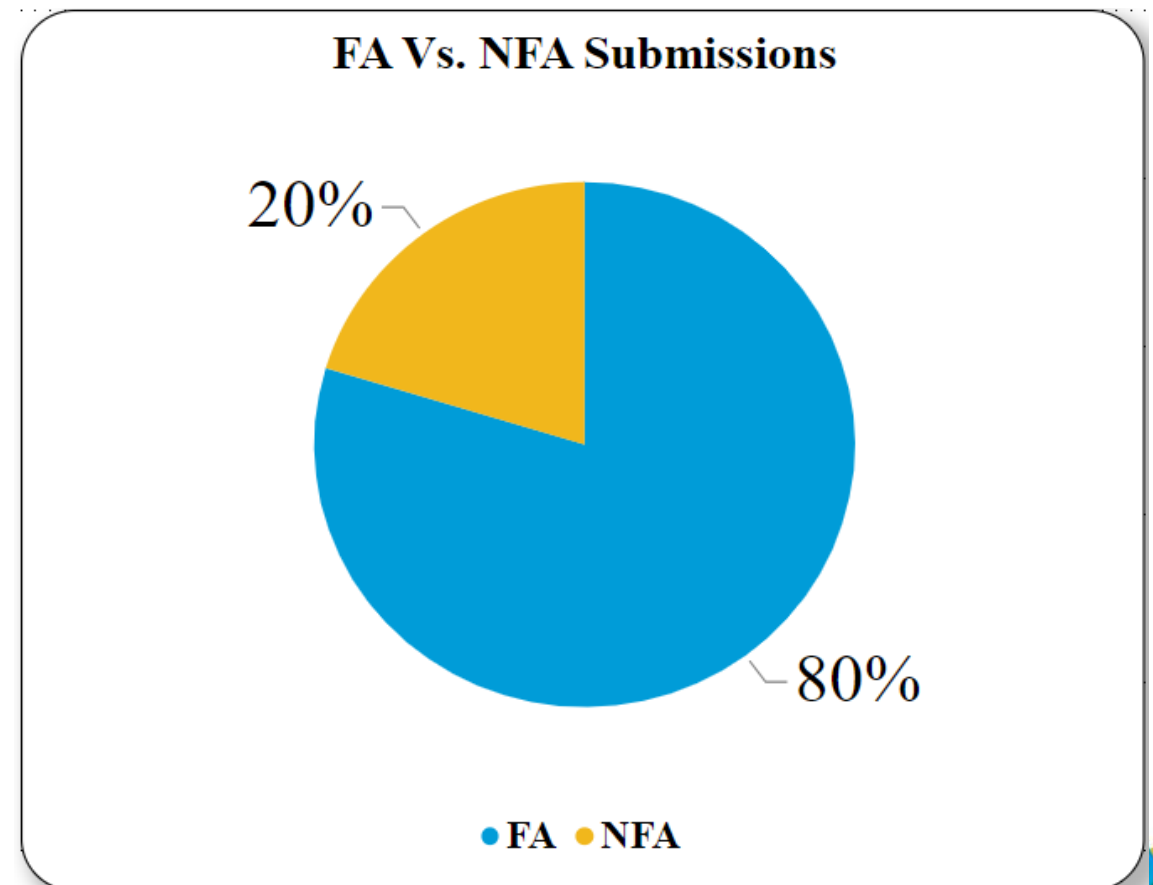
Taking a closer look

- FA and NFA show similar monthly enrollment trends.



ConnectforHealthCO.com

- 80% of customers are receiving financial assistance.



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Next Steps

- Collaboration with e-filers to encourage adoption of the form
- Earlier and more training for VITA Sites building off relationships with CDPHE and Tax Help Colorado.
- Year 2 systems in place to avoid data delays.

Discussion Questions

- What questions would you like to tackle as we head into Year 2?
- What information would be helpful to inform potential future changes?

Public Comment