

Continuous Coverage Requirement Unwind: Update to the Connect for Health Colorado Board of Directors

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COLORADO

Department of Health Care
Policy & Financing

End of Continuous Coverage

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- Returning to normal renewal processes with **first notices going out this month for members with May renewals**
- **Colorado will take 12 months (14 months including noticing) to renew all 1.75M members (aligning each member with their renewal anniversary).**
- **It's essential that members update their contact info, look for renewal notices, complete, sign and return their packets to keep Health First Colorado or CHP+ coverage.**

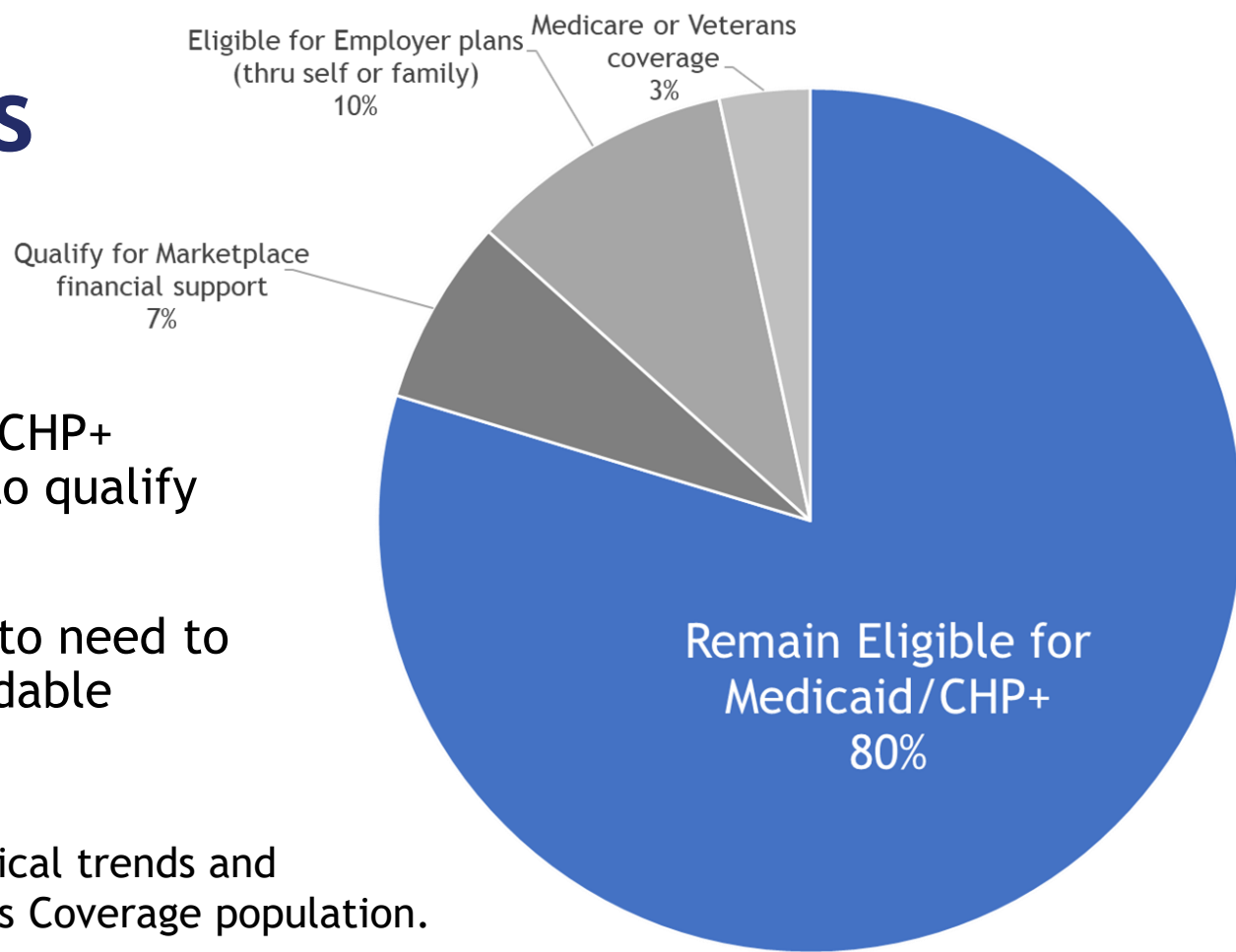
THANK YOU state agencies, providers, contracted & community partners, counties, RAEs, Connect for Health Colorado, consumer advocates, health plans and more ... for your collaborative, united efforts to **Keep Coloradans Covered.**



Estimations

- About 80% of Medicaid/CHP+ members est. continue to qualify
- About 20%, est. >325k, to need to transition to other affordable coverage

Estimations are based on historical trends and available info on the Continuous Coverage population.



3 key operational goals:

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1. Member continuity of coverage
2. Member experience, smooth transitions
3. Minimize impact to eligibility workers, state staff



- **Keep those eligible enrolled in Health First Colorado and CHP+**
 - Direct to member outreach and partnerships with RAEs
 - ~1/3 members will be automatically renewed (won't need to take any action to remain covered)
 - Children no longer eligible for Medicaid, but eligible for CHP+ will be auto-enrolled into CHP+
 - Enhanced business processes and correspondence make it easier for members to renew
 - Worked with JBC to secure additional funds to assist our counties through this unique chapter
- **Successfully navigate est. >325k to other affordable coverage - partnerships**



Comms - Press, ED Messages, Health Cabinet Summit





REGISTER NOW



Health Cabinet Policy Summit

March 15, 7:30 - 10:00 AM

FREE virtual event

- Hospital and prescription drug affordability
- Rural hospital opportunities
- Value based payments
- Partnering to Keep Coloradans Covered after the end of the public health emergency

Registration:

<https://hcpf.colorado.gov/affordability>



Renewal Process, Communications



Initial Renewal Comms:

HCPF sends letter, email, text, push notification via Health First Colorado app to members.

Reminders:

HCPF (via Enrollment Broker) sends letter to those who have NOT taken action.
RAEs/CHP+ plans outreach to all members, especially their high risk and/or focus populations, who have not taken action.

Transition Outreach:

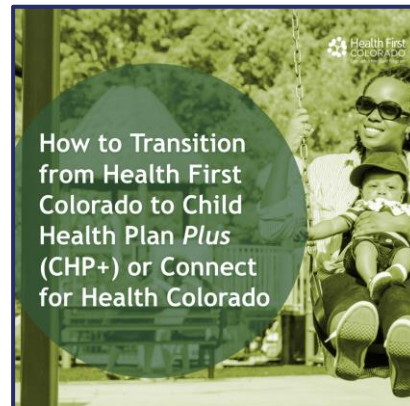
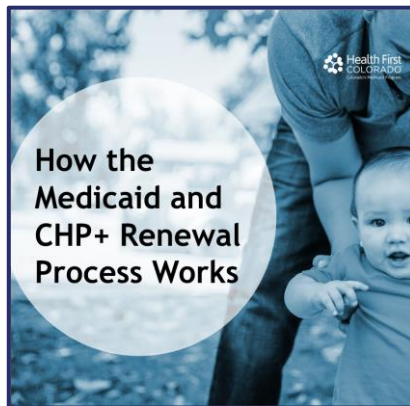
HCPF sends email & letter directing to Connect for Health (C4H) exchange plan options where appropriate.
C4H does direct outreach

Ongoing broad outreach: Health First Colorado website, traditional & social media, HFC app, PEAK, member newsletters, call centers, partner & provider messaging, posters/flyer materials in libraries, homeless shelters, clinics, etc.

Resources: Renewal process video series

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Accessible for partners and members to understand key actions in the renewal process (English and Spanish)



Take Action on Your Renewal Toolkit

Encourage members to look for renewal paperwork in the mail and PEAK mailbox and **take action** when they get it.

- General Member Outreach to raise awareness includes flyers, website text, newsletter and social media content
- Direct to Member Outreach from HCPF, RAEs and MCOs when it is time to take action via texting, email, and letters
 - Respond by the due date in your renewal packet



Don't Risk
a Gap in Your Health Coverage

Get ready to renew now!

- ✓ Make sure we can reach you! **Update your contact information** and sign up for notifications in the Health First Colorado app and in your PEAK account.
- ✓ **Respond by the date in your letter** - you'll get this in the mail and by email.
- ✓ Don't forget to **sign your renewal packet**.
- ✓ **Turn in documentation** in the way that works for you: Health First Colorado app, mail, online at co.gov/PEAK.
- ✓ Find your County Department of Human Services by scanning the QR code, to reach our for help.



NEW - Transitions in Coverage Resources

Goal: Keep as many Coloradans insured as possible when continuous coverage ends.

This campaign will engage state & community partners to help connect former Health First Colorado & CHP+ members who no longer qualify to other coverage options.

- Developed with Connect for Health Colorado & DOI

www.keepcococovered.com



We can #KeepCOCovered



We can #KeepCOCovered

- Virtual meeting background
- Social graphics & content
- Website & newsletter text
- Printable one pager
- Executive Director February Message
- Press conference recording featuring C4 Board members!

This poster is available in English and Spanish

Get more information on your options:



We can #KeepCOCovered



Get ready to renew your Medicaid coverage now!



Update your contact information and sign up for notifications in the Health First Colorado app and in your PEAK account.



Respond by the date in your letter – you'll get this in the mail and by email.



Don't forget to sign your renewal packet.



Turn in documentation through Health First Colorado app, mail, online at co.gov/PEAK.

What if I don't qualify for Medicaid or CHP+?

You have a limited amount of time to apply for other coverage.

Other health coverage options include:

- **Employer coverage**, check with your employer to learn about options, rules and deadlines.
- Coverage through a **family member's** health insurance.
- Coverage through **Connect for Health Colorado** (Colorado's official health insurance marketplace). You might qualify for reduced premiums. Visit: connectforhealthco.com/we-can-help/
- Coverage through **Medicare**, for people age 65 or older or people under 65 with certain disabilities. Visit: doi.colorado.gov/colorado-medicare-health/drug-insurance-coverage-options
- Coverage for **active or former military, naval, or air service** through Tricare (active) at tricare.mil/ or VA (veterans) at va.gov/health-care/apply/application/

Get more information on your options:



hfcgo.com/options

KeepCOCovered.com

Review Your Options. Stay Covered.

- To get free help enrolling in Connect for Health Colorado marketplace coverage, reach out to a certified assister online at connectforhealthco.com/we-can-help/assisters/ or by calling 855-752-6749. TTY: 855-346-3432.
- To get free help filling out an application for Health First Colorado or CHP+ coverage, or to learn about other coverage options, contact a Certified Application Assistance Site here: apps.colorado.gov/apps/maps/hcpf.map



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- ❑ To stay informed and receive the most up to date information on the end of the Continuous Coverage Requirement, bookmark the PHE Planning Page: [CO.gov/hcpf/covid-19-phe-planning](https://www.CO.gov/hcpf/covid-19-phe-planning)
- ❑ Sign up for the COVID-19 Public Health Emergency Updates Newsletter to receive important updates and new tools as they are released
- ❑ Join our Next Community Partner Webinar: April 26 1:00-2:30pm
- ❑ Download the Communication Toolkits
- ❑ Check the regularly updated FAQs

HOLD For C4 slides

