Language Feedback Process

The development of the language on the checkbox, tax form, and instructions included three steps

Step 1: Subgroup of Advisory Committee crafted language using plain language testing data and best practices.

Step 2: Feedback from Advisory Committee.

Step 3: Feedback from additional stakeholders including Young Invincibles, Aurora Community Assistance Network, and the HCPF Member Experience Advisory Council.

The overall feedback was that the instructions were clear, concise, and easy to follow.

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Language Feedback

Feedback	Proposed Solution
Highest preference given to one checkbox rather than three with modifications, including making it less wordy and leading with the "why".	Broke out checkbox language and included the "why" in the first sentence.
Individuals do not know what a tax household is.	Define tax household in the instructions.
The SSN field could deter immigrant families from filling out the form if they think it is required.	Language on the schedule and instructions stating that the SSN is optional.
The term "low-cost" is subjective and can be misleading.	Replaced with "reduced-cost".

Final Checkbox Language

☐ To see if you or members of your household qualify for free or reduced-cost health coverage, check this box if:

- You are a Colorado resident and at least one person in your household does not have health coverage AND

- You give permission for the Colorado Department of Revenue to share the information on Form DR 0104HE with Connect for Health Colorado (the Colorado Benefit Exchange) and the Department of Health Care Policy & Financing.

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