

Easy Enrollment Overview

February 8, 2021

Monica VanBuskirk



Easy Enrollment Advisory Committee Members

ConnectforHealthCO.com

Co-Chairs:

- Monica VanBuskirk, Chief Policy and Relationships Officer, Connect for Health Colorado
- Amber Egbert, Legislative, Tax Business Rule, and Forms Coordinator, Taxation Division, Colorado Department of Revenue

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: Allison Neswood, Deputy Director of Strategic Priorities, Colorado Center on Law and Policy (CCLP)
- Small Employer Representative: Frances Coet, Partner, ATLAS CPAs & Advisors
- 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

Advisory Committee Overview

- The Easy Enrollment Advisory Committee is charged with creating the most user-friendly experience possible to enroll uninsured individuals who are eligible for subsidized health care coverage on the exchange.
- Advisory Committee's key decisions:
 - Revisions to the state tax form to include Easy Enrollment checkbox
 - Approval of instructions and separate Easy Enrollment tax schedule
 - Noticing process that guides tax filers to an [Easy Enrollment landing page](#) on the C4HCO website
 - Moving forward without the creation of a new eligibility engine reduced projected costs by 54% from \$1.2 million to \$550,000.
- Next decisions include determining noticing language and best practices for consideration as part of an outreach strategy, and finalizing SEP timing.