

***Easy Enrollment Advisory Committee  
December 6, 2021  
3:00 PM to 5:00 PM***

**Committee Members Present:** Jared Colturi, Jeanine Draut, Amber Egbert, Deb Judy, Marivel Klueckman, Allison Neswood, Zach Pietrocarlo, David Sullivan, and Monica VanBuskirk

**Committee Members Absent:** Melanie Herrman and Tanya Trujillo

**Staff Present:** Leslie Chadwick, Bailey Dvorak, Beth Deines, Jacqueline Espy, Suzy Fitzgerald, Ashton Hall, Jessalyn Hampton, Danny O’Neil, Emma Oppenheim, Hannah Sieben, Ilana Rivera, Nina Schwartz, Katie Shannon, and Matt Siglinger

**I. Welcome & Introductions**

- Monica VanBuskirk called the meeting to order at 3:04pm and welcomed those in attendance.
- Jeanine Draut performed roll call.
- The minutes from the November 1<sup>st</sup>, 2021 Advisory Committee meeting were reviewed and approved.

**II. Implementation Update**

Staff briefly reviewed the process for Easy Enrollment customers and the status of each deliverable item.

The 2022 Easy Enrollment Tax forms can be found [here](#).

Next steps include to complete testing of the Easy Enrollment Letter from the Marketplace, the ability to grant Tax Time Enrollment Special Enrollment Period (SEP), and the ability to provide Tax Time Enrollment SEP information to issuers. End-to-end testing is scheduled for December 2021 and the go-live date is on track for January 2022.

**III. Tax Time Enrollment WordPress Page**

Staff presented the [Tax Time Enrollment webpage](#) to the Committee. The webpage went live on December 5, 2021 and is available in both English and Spanish. The prior feedback by stakeholders was considered and implemented by Connect for Health Colorado.

**IV. Overview of Outreach Plan**

Staff shared an overview of the Marketing, Communications, and Outreach plans. The overview included:

- Marketing, Communications, and Outreach goals that align with the law.
- Maximizing awareness around the ability to receive free or reduced cost healthcare, potential partnerships, that Easy Enrollment is an option offered, and the number of people who check the box.
- The Easy Enrollment Process timeline
- Outreach efforts and strategies with assisters, brokers, enrollment centers, community partners, and e-filing organizations.
- The Enrollment Partners Map

**V. Tax Help Colorado**

Connect for Health Colorado will continue to partner with the Tax Help Colorado team, many customers seem to overlap and benefit from services provided by both organizations. The Marketplace will provide training materials to Tax Help Colorado volunteers and will partner on a communication campaign towards the end of Open Enrollment.

**VI. Reporting and Success Measures**

Staff shared a Success Metrics Update including type of data, frequency of reporting, and the date that distribution will begin.

**VII. Proposed Meeting Schedule – 2022**

The Committee proposed meeting on a quarterly basis moving forward and agreed on a schedule for 2022. The schedule will be as follows:

- Q1 Advisory Meeting – Monday March 7<sup>th</sup>, 2022
- Q2 Advisory Meeting – Monday June 6<sup>th</sup>, 2022 (tentative per the date of the annual report data received)
- Q3 Advisory Meeting – Wednesday September 7<sup>th</sup>, 2022
- Q4 Advisory Meeting – Monday December 5<sup>th</sup>, 2022

**VIII. Public Comment**

Public comment given by Daniela Gosselova, broker.

The entire Advisory Committee presentation can be viewed [here](#).

Respectfully submitted,

Monica VanBuskirk  
Committee Co-Chair

Amber Egbert  
Committee Co-Chair