

***Board Advisory Group Meeting
March 30, 2022
3:00 PM – 4:30 PM***

Advisory Group Members Joining via Phone: John Barela, Jane Barnes, Susan Budd, Rosie Duran, Meagan Fearing, Erin Miller, Kavita Nair, Bethany Pray, Eddie Sandoval, Cindy Watson, and Julia Wiswell

Advisory Group Members Absent: Rachel Dauer, Krystin Godoy, Amanda Massey, Nikki Meredith, Liz Tansey, and Donna Wehe

I. Welcome & Introductions

Jane Barnes called the meeting to order at 3:03 p.m., welcoming everyone in attendance. The October meeting minutes were approved.

II. Remarks from Kevin Patterson

Kevin Patterson thanked the Advisory Group for their work and welcomed the new members.

III. Breakout Sessions

The Group split into breakout sessions to discuss any skills they can share that would benefit the Connect for Health Colorado (C4HCO) Board and improve the customer experience.

IV. State Legislative Updates

Jessalyn Hampton presented the State Legislative update.

- HB22-1289 creates a special enrollment period for pregnant persons. The enrollment must be retroactive to the 1st of the month in which the pregnancy was confirmed by a doctor unless the customer specifically requests the 1st of the following month. A notice must be provided to the customer explaining the tax implications of retroactive enrollment.
- SB22-081 requires the Board of Connect for Health Colorado to design and implement an outreach and marketing campaign to educate consumers on how to attain and retain health care coverage based on their needs and financial circumstances. The Board recommends a support position for this bill.

The Group discussed challenges regarding health literacy, assisting customers who lose minimum essential coverage (MEC), and reaching eligible but not enrolled (EBNE) populations.

Health Literacy:

- Does not sink in with customers until they actually have to use their coverage
- Real world examples help customers contextualize
- C4 has gotten better at advertising what cost sharing reductions are

- A huge need with immigrants and other communities who have not used private insurance before

Loss of MEC:

- Technology barriers large driver of clients giving up
- Must stress 60-day enrollment period

EBNE:

- Rural and frontier county targeting critical
- Correlation between EBNE and presence of local Brokers and Assistants
- Difficult to differentiate plans without help of a Broker and Assistant

V. Federal Legislative Updates

Jessalyn Hampton presented the Federal Legislative update. The Senate is working on renegotiations to the proposal formerly known as Build Back Better. American Rescue Plan (ARP) data was also shared with the Group.

VI. Tax Time Enrollment Implementation and Marketing Update

Leslie Chadwick provided an update on Tax Time Enrollment and marketing. The following Tax Time Enrollment metrics were shared with the Group:

- 140,000 Box Checkers
- 89 Enrollments
- 95% of Box Checkers have email addresses
- Average time for Submission is 17 days

The Tax Time page has been launched on the website to direct customers how to apply along with an online toolkit that contains materials including social media content, flyers, and newsletter content.

VII. Public Comment

None.

Meeting adjourned at 4:36 p.m.