

Tax Time Enrollment Update

February 13, 2023

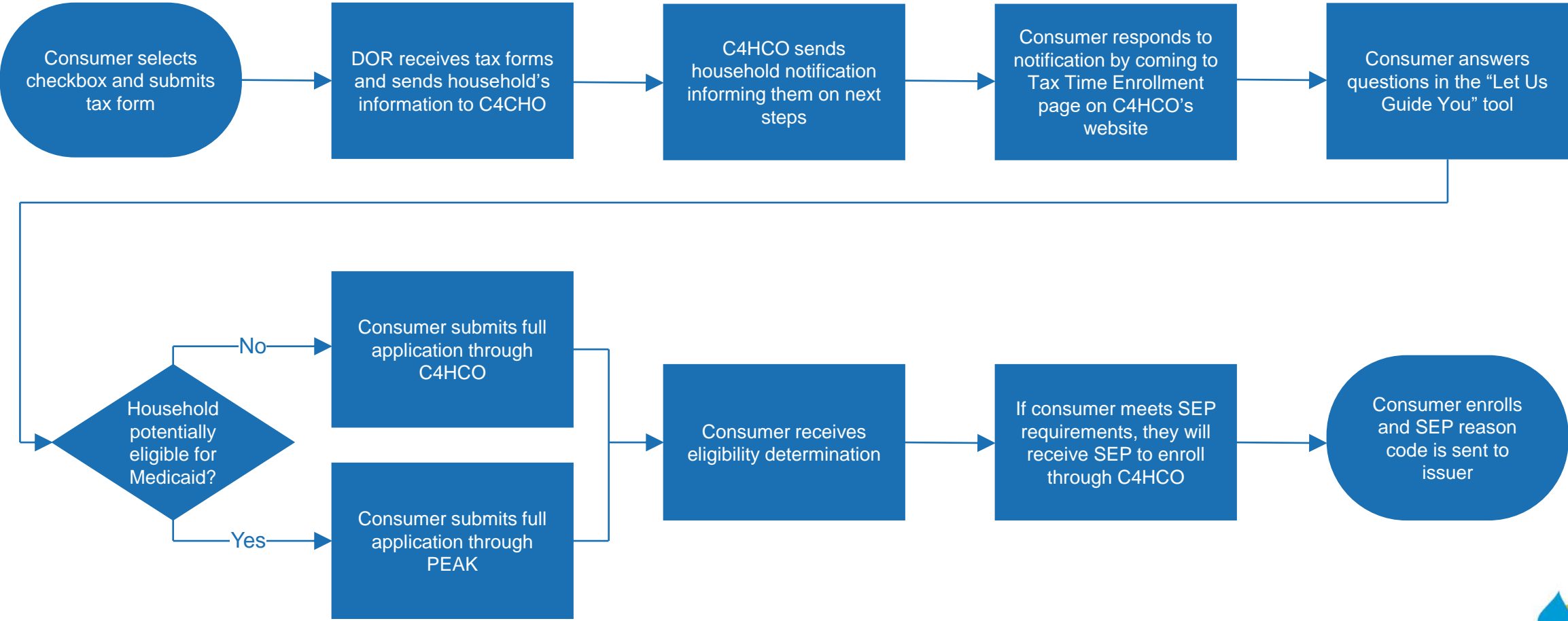


Tax Time Enrollment

HB20-1236 (2020):

- Established the Health Care Coverage Easy Enrollment Program which **gives Coloradans the opportunity to check a box on their state tax return to share their information with Connect for Health Colorado and the HCPF for the purpose of getting health coverage.**
- Directed the Exchange Board of Directors to establish an advisory committee to help guide implementation and administration of the Easy Enrollment Program.

Process for Tax Time Enrollment Customers





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 0104EE with Connect for Health Colorado (the Colorado Health Benefit Exchange) and the Department of Health Care Policy & Financing.

Report a life change

Select any Life Change Event you or someone in your household has experienced within the past 60 days. The loss of other health insurance can be reported up to 60 days before you lose the other insurance. Members of federally recognized tribes and Alaska Natives can enroll in coverage through Connect for Health Colorado any time of the year.

Help me understand this page

- Birth/Adoption/Foster Care/Court order
- Got married/divorced
- Will lose/lost health insurance or my household's annual income meets special requirements ?
- Gain of eligible immigration status
- Gain of American Indian/Alaska Native status
- Moved to Colorado
- Change of Incarceration Status
- Other
- None of these

Tell us about life changes

Select any Life Change Event you or someone in your household has experienced within the past 60 days. The loss of other health insurance can be reported up to 60 days before you lose the other insurance.

Help me understand this page

- Birth/Adoption/Foster Care/Court Order
- Marriage
- Divorce
- Death
- Change of primary residence
- Change of income or job
- Enrollment in future or existing health insurance
- Will lose/lost health insurance or my household's annual income meets special requirements ?
- Gained eligible immigration status
- Change on incarceration status
- Gain of American Indian/Alaskan Native tribal status
- Pregnancy
- Tax Time Enrollment Period ?
- None of these apply to my household



Program Year 2022

Year 1

ConnectforHealthCO.com

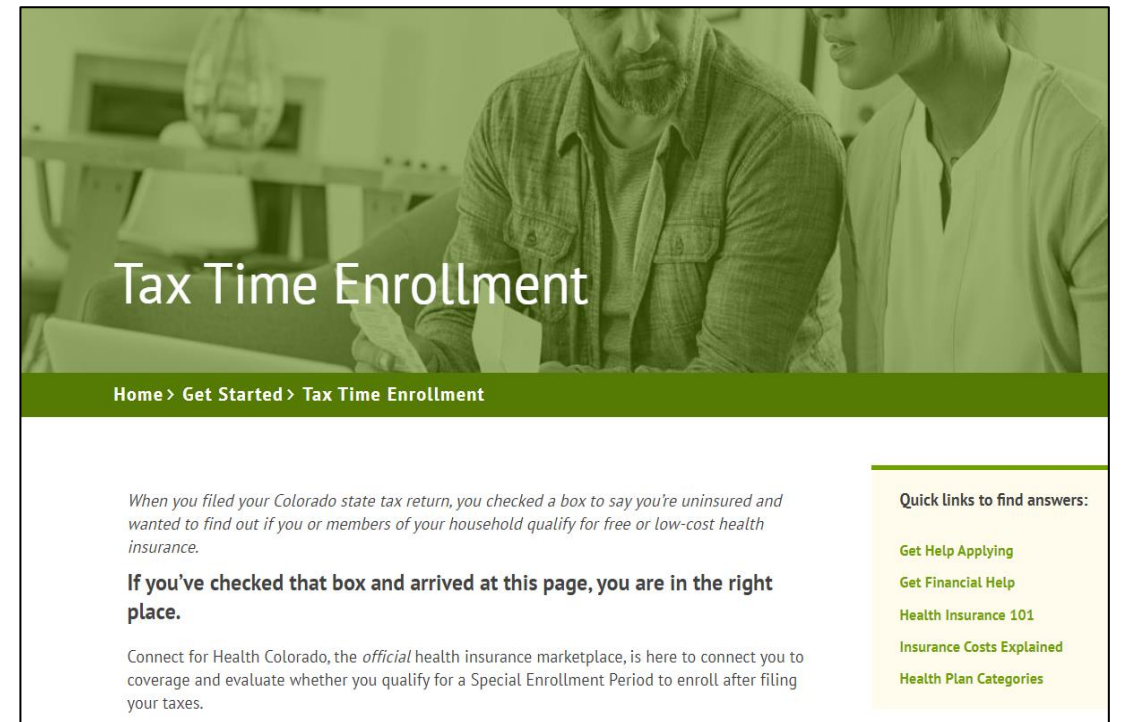


Year 1: Web Presence

Launched a [web page](#) to share more information about checking the box on the tax form



Launched a [web page](#) directing customers how to apply



Year 1: Paid Advertising to Get the Word Out Further

We conducted an English and Spanish/Bilingual advertising campaign, targeting uninsured adults around the state.

Campaign included:

- Radio
- Digital display ads
- Social media ads
- Search retargeting
- Paid search
- [Good Day Colorado TV Interview](#)
- CBS March Madness package

ConnectforHealthCO.com

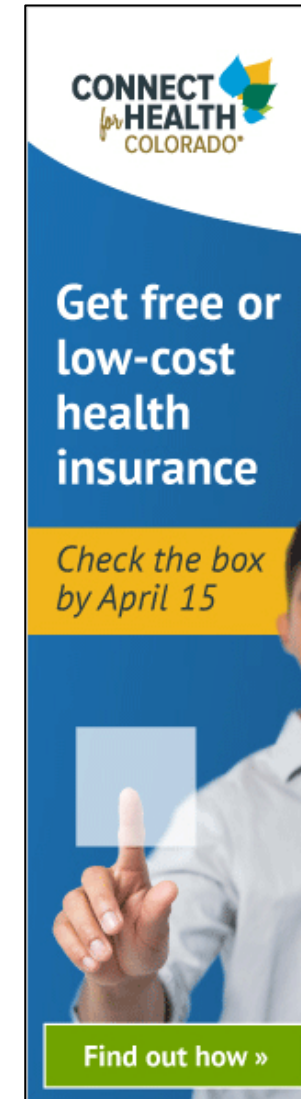


CONNECT for HEALTH COLORADO

Get free or low-cost health insurance

when filing your taxes

Find out how »

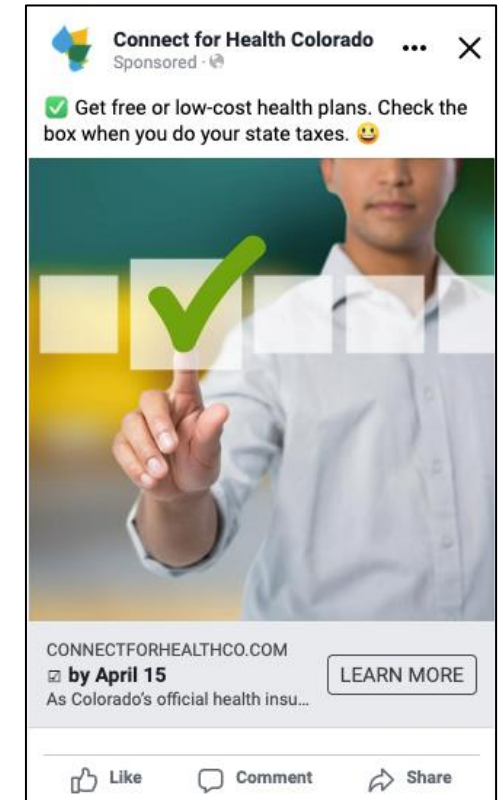


CONNECT for HEALTH COLORADO

Get free or low-cost health insurance

Check the box by April 15

Find out how »



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Get free or low-cost health plans. Check the box when you do your state taxes. 😊

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by April 15 As Colorado's official health insu... LEARN MORE

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Year 1: Enrollment

- **As of October 16, 2022, Tax Time Enrollment box checks resulted in 1,687 enrollments for Connect for Health Colorado, and 59,201 positive eligibility determinations for Health First Colorado/CHP+.**
- During program year 2022 (as of December 4, 2022), 147,000 households checked the box. These households consisted of 262,000 individuals, 93% of whom provided their email address.
- The average time from customer notification to plan submission in Connect for Health was 30 days. April was the most common enrollment month.

Quarter	Connect for Health Enrollments	Health First Colorado/CHP+ Enrollments
Q1	582	6,514
Q2	606	23,476
Q3	499	29,211
Total	1,687	59,201



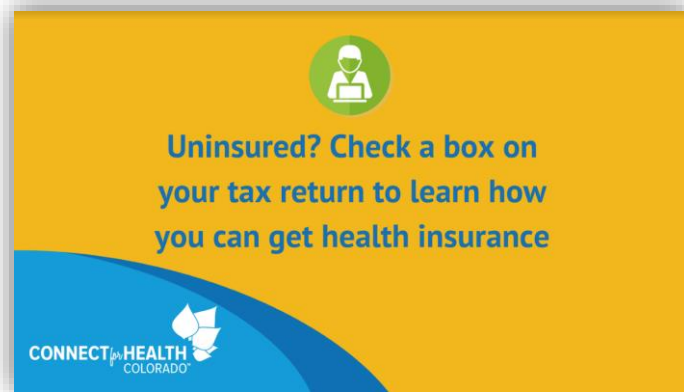
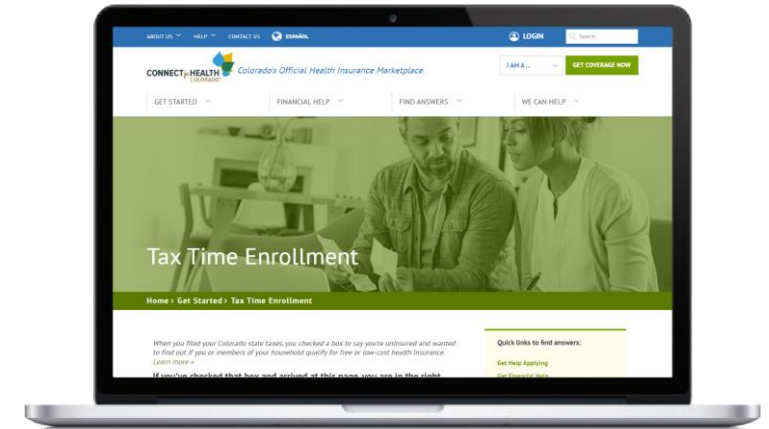
Program Year 2023

Year 2

No policy/programmatic changes

Program Year 2023: Year 2 Connect for Health Colorado Marketing and Outreach

- Webpages are live - mostly the same
- Toolkit updated
 - Collateral
 - Newsletter Copy
 - Social Media



Program Year 2023: Upcoming Outreach

- **Tax Time Enrollment Newsletter** including collateral to Community Partners (over 500 Community Based Organizations, medical centers, advocacy organizations, faith-based organizations, school districts and education groups, associations and chambers, coalitions, state, county and city governments, restaurant groups, and small businesses)
- **Colorado CPA Society:** presentation, information in newsletter, and on website
- **AARP:** presentation, information in newsletter, and on website

Program Year 2023: Upcoming Outreach

- **Tax Help Colorado** is the largest free tax preparation site helping folks under certain incomes with filing taxes. Policy presented at Tax Help Colorado's tax prep volunteer kickoff to explain the program and why they should ask their tax prep clients to check the box when appropriate.
- Policy created a training for the **Denver Asset Building Coalition**, the largest non-Tax Help Colorado free tax prep site, and Outreach supported a sponsorship for their organization.

Program Year 2023: Timeline

- DOR has already begun to transmit files to C4HCO
- In most circumstances, the tax filer will hear from Connect for Health Colorado about a week after filing their return.
- The Special Enrollment Period is effective for 60 days starting from the date that a person applies and receives application results from Connect for Health Colorado. Coverage will be effective on the 1st of the month following plan selection.

What
to
Expect



Trends in Maryland

Year	Easy Enrollment Program Enrollments with APTC
2020 Year 1	841
2021 Year 2	665
2022 Year 3	348

Source: <https://www.marylandhbe.com/wp-content/uploads/2022/12/MHBE-Easy-Enrollment-Final-Report-SB-802-Ch.-424-2-2019-and-HB-814-Ch.-423-2-2019-MSAR-12193.pdf>



Questions?