

Medicaid to Marketplace Bridge Planning Update

March 29th 2023



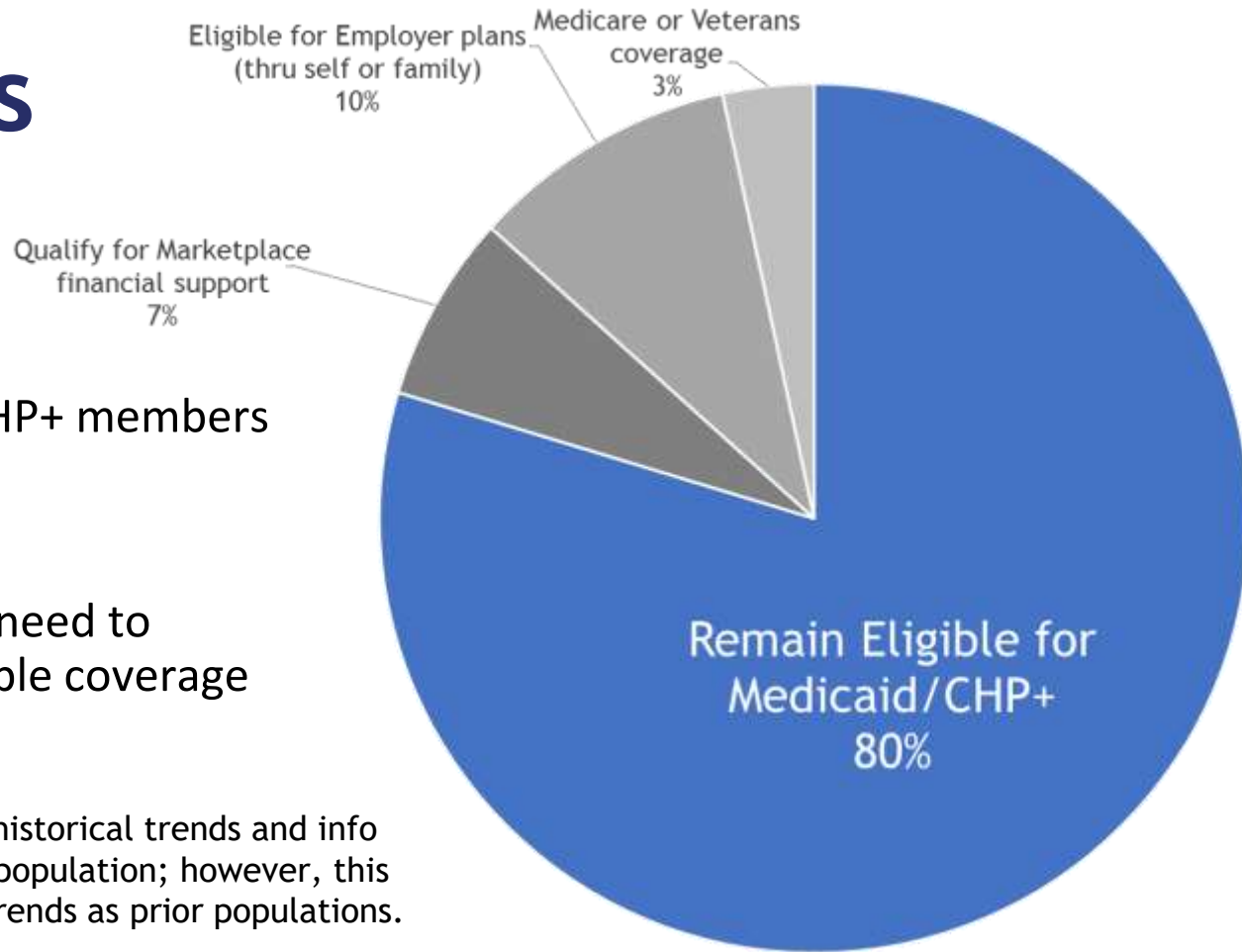
Medicaid Redeterminations Returning to Normal

- Health First Colorado (Colorado's Medicaid program) and Child Health Plan *Plus* (CHP+) are returning to normal renewal processes
 - First notices went out in mid-March for members with renewals due in May.
- Not all members will be renewed at the same time. Each member's renewal month will align with their already established annual renewal month.
- Colorado will take 12 months (14 months including noticing) to renew all 1.7 million members

Estimations

- **About 80%** of Medicaid/CHP+ members est. continue to qualify
- **About 20%**, est. >325k, to need to transition to other affordable coverage

Limitations: Estimations are based on historical trends and info available on the Continuous Coverage population; however, this population may not exhibit the same trends as prior populations.



Goal: Keep as many Coloradans insured as possible when continuous coverage ends.

This campaign will engage state & community partners to help connect former Health First Colorado & CHP+ members who no longer qualify to other coverage options.

www.KeepCOcovered.com



HCPF Outreach Tactics

CBA PSA Campaign - Colorado TV & Radio spots

Mailing to Over Income

Printing Flyers (shelters, libraries, foodbanks, etc)

Mailing to Over Income + Administrative Denials Population (future consideration)

Digital Campaign (social media buys, KeepCOCovered) (Future consideration)

CDLE Buildout (Future consideration)

Public Service Announcement TV & Radio Campaign

- Update Your Address and Communications Preferences So We Can Reach You
- Renewals are Starting - Complete, Sign & Return your Renewal Packet
- Transitions in Coverage - What if you no longer qualify?



April - September 2023

- Three 30 second TV Spots
- Two 30 second Radio Spots
- Two 60 second Radio Spots

**Broadcast on 281 radio & TV stations across Colorado*

In English and Spanish

Customer Journey: Transition to Connect for Health Colorado

Member receives their letter telling them that **they are no longer eligible for Health First Colorado/CHP+** and encouraging them to apply with **ConnectforHealthCO.com**

During their Special Enrollment Period, **member applies with Connect for Health Colorado on their own or with a Broker or Assister.**

Member selects a health insurance plan. Their **coverage begins on the first day of the month following plan selection.**

Member is covered for 2023!

How long is the Special Enrollment Period?

- Customers who qualify have up to 60 days before they lose Medicaid/CHP+ to enroll.
- Coverage will start first of the following month after they select a Marketplace plan.
- Under proposed draft Division of Insurance (DOI) regulation, customers who lose Medicaid/CHP+ will have from April 1, 2023, to July 31, 2024, to enroll.

High-Level Customer Journey Timeline

High-Level Milestone	Target Start Date
HCPF renewal packets go to customers	3/15/23
First day eligible people can enroll for June 1 st coverage	4/01/23
C4 Reporting and Outreach	4/01/23
Expected Packet returns	4/20/23 - 5/5/23
First customer terminations / renewals (last day of coverage)	5/31/23
Scheduled end of Medicaid Unwind SEP	7/31/24

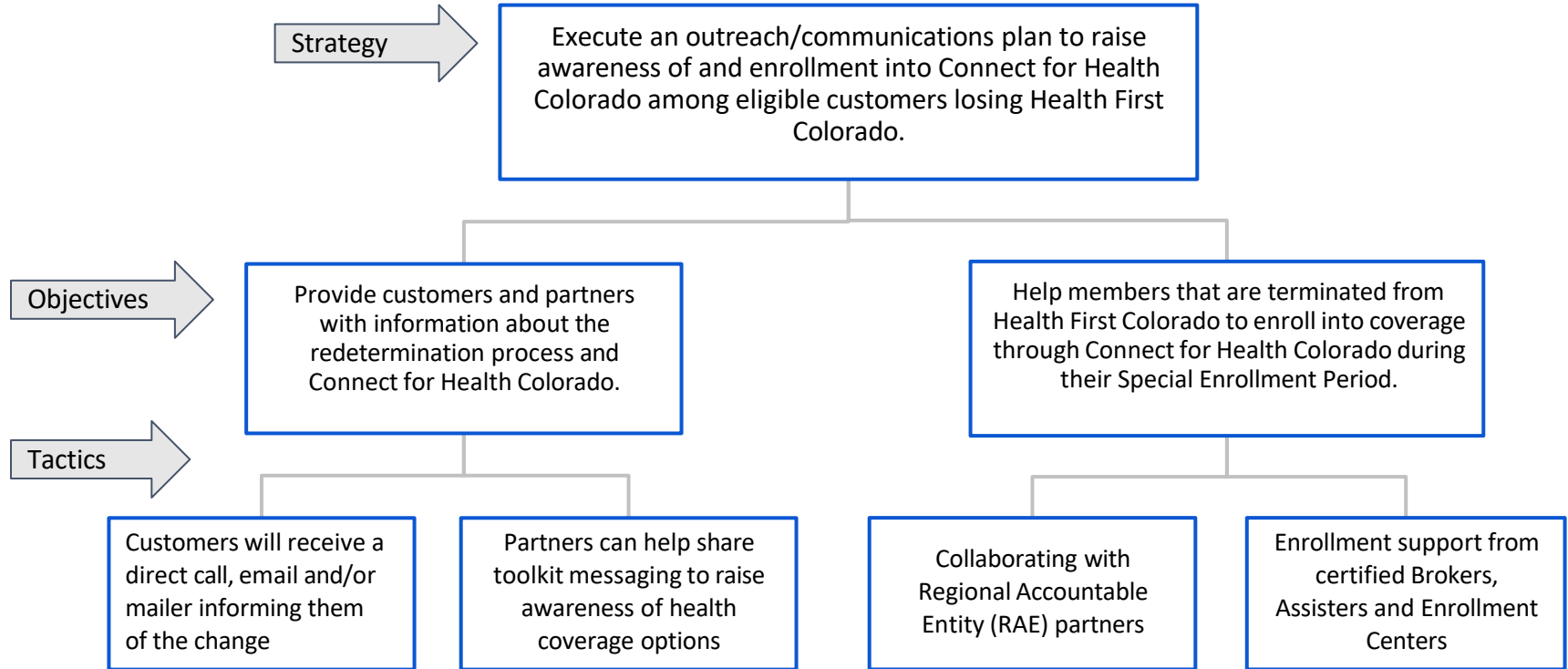
Process repeated monthly through July '24

Medicaid Continuous Coverage Unwind

- HCPF estimates approximately 325k members may no longer qualify for Medicaid of CHP+ and will need to transition to other affordable coverage.
- Will be able to utilize an unwind SEP from April 1, 2023 – July 31, 2024.

Connect for Health Colorado Outreach and Communications

M2MB - Medicaid to Marketplace Bridge



Print and Virtual Materials about the Marketplace

Order materials through our online store at C4HCOStore.com any time during the year. Materials are free to you— we cover all costs from the store to your door!

Virtual versions of the materials and more using our online toolkit:
<https://c4h.co/OE10toolkit>

Collaboration with Regional Accountable Entities

- Ongoing information sharing about hand-offs; C4HCO participating in regular RAE convenings.
- Shared contact information for all C4HCO enrollment assistance sites.
- Developing list of C4HCO enrollment assistance sites by county.
- C4HCO to share materials and provide presentations leading up to and throughout the unwind.

Partnership with Assisters and Brokers

- Where existing associations, C4HCO to share customer information with brokers and assisters.
- Where associations do not exist, C4HCO to promote so customers can get needed assistance.
- Brokers and Assisters will conduct their own outreach, using C4HCO materials to help their networks and their communities gain awareness.

Use of SB22-081 Funds for Unwind Efforts Approved by C4HCO Board in September

- Unwind Funding approved in September by C4HCO Board
 - \$100,000 for outbound calls to customers who have not yet enrolled.
 - \$200,000 to HCPF
 - PSA Campaign for 6 months
 - HCPF and C4HCO joint letter to customers who are over-income for Medicaid and prefer mailed correspondence.
 - Printed collateral for homeless shelters and other community partners.
 - \$355,00 for assister and broker led marketing and outreach.

Questions?