

# Tax Time Enrollment Update

February 12, 2024



# Tax Time Enrollment: Year 3

## HB20-1236:

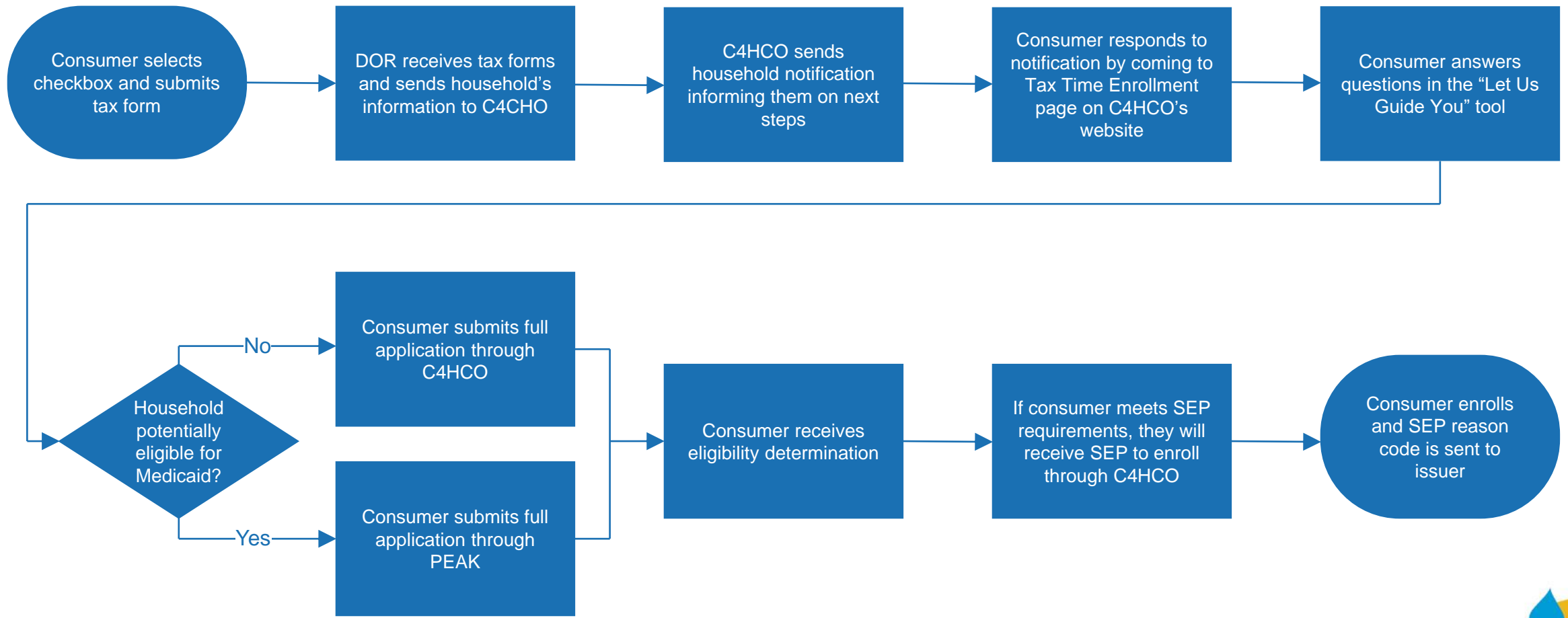
- Established the Health Care Coverage Easy Enrollment Program which **gives Coloradans the opportunity to check a box on their state tax return to share their information with Connect for Health Colorado and the HCPF for the purpose of getting health coverage.**

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.

# Process for Easy Enrollment Customers

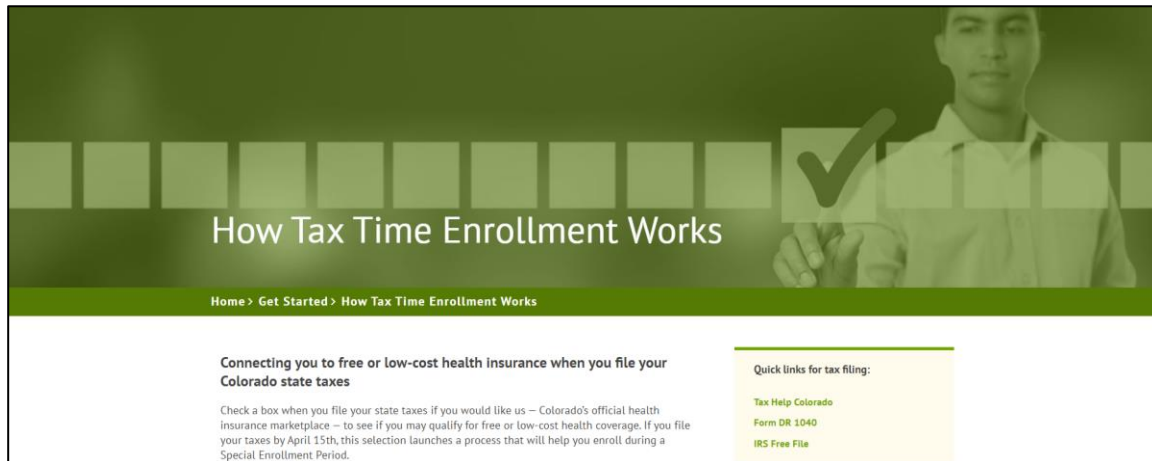


# Tax Time Successes: Years 1 and 2

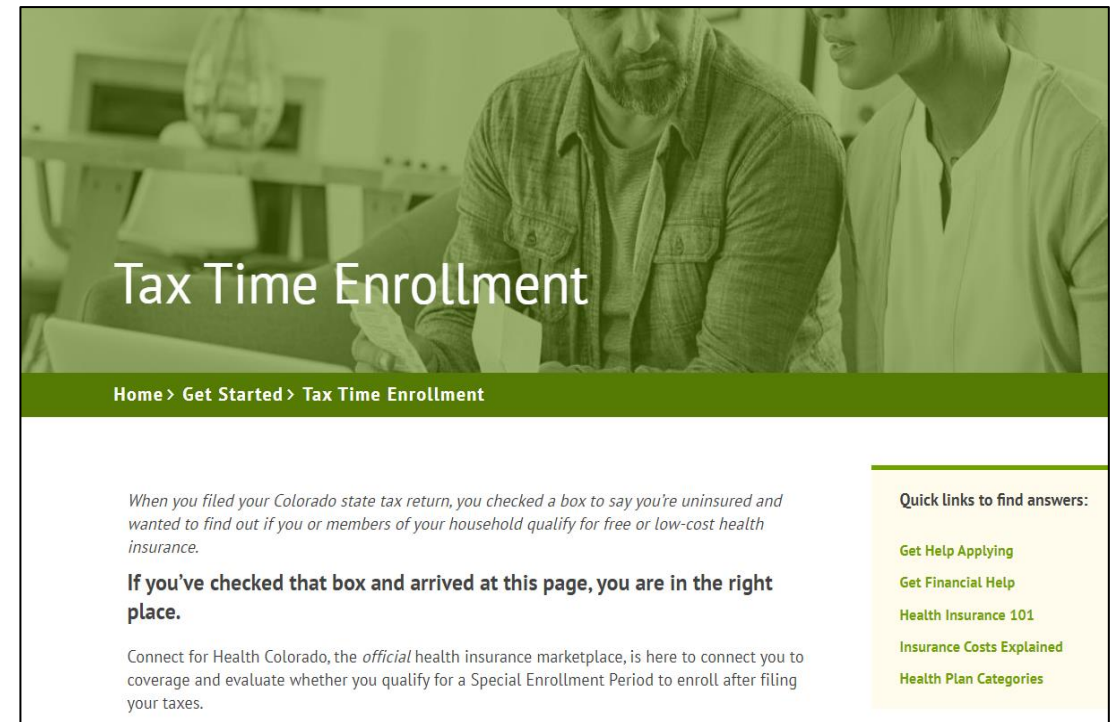
- Worked with DOR to launch the program
- Developed notices
- Added the Tax Time Enrollment option to the LCE page
- Launched a Tax Time webpage
- Developed training materials
- Developed marketing toolkit
- Conducted English and Spanish advertising campaign
- Sent newsletter to community partners
- Presented to / collaborated with tax preparation organizations

# 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



# Tax Time Toolkit



## TAX TIME ENROLLMENT

### A new way to get health insurance

You can usually only get private health insurance once per year, during the Open Enrollment Period from November 1 through January 15.

**BUT,** you can likely enroll in a health plan if you file your Colorado state tax return before the tax filing deadline and check a box stating that you are uninsured and interested in learning about free or low-cost health coverage.

By checking this box on your Colorado state tax return, you may be eligible for a 60-day Special Enrollment Period to sign up for a health insurance plan through Connect for Health Colorado.

People who qualify for Health First Colorado (Colorado's Medicaid program) or the Child Health Plan Plus (CHP+) program can enroll at any time during the year.

[Learn more](#)



We are here to help you.

Connect for Health Colorado offers free enrollment help from our certified experts, both in-person and virtually. We also have an easy online tool to compare the best health insurance options for you and your family.

[ConnectforHealthCO.com](http://ConnectforHealthCO.com) • 855-752-6749



Uninsured? Check a box on your tax return to learn how you can get health insurance



# Tax Time Enrollment: Years 1 and 2

## **2022: Year 1**

- 147,000 households checked the box; representing 262,000 individuals
- 2,220 C4 enrollments

## **2023: Year 2**

- 139,000 households checked the box; representing 249,000 individuals
- 4,706 C4 enrollments

# Tax Time Enrollment: Year 3 (2024)

## To prepare for this year, we have:

- Redesigned notices
- Updated training materials
- Re-displayed tax time webpages
- Created message platform
- Updated TTE toolkit
- Designed a TTE dashboard to monitor enrollment data in real time
- Coordinated with HCPF to arrange transfer of their enrollment data

## We will:

- Continue working with community partners and tax preparation services
- Carefully monitor notice delivery rates
- Monitor TTE data through a live dashboard