



CONNECT *for* HEALTH
COLORADO®

Colorado Health Care Coverage Easy Enrollment Advisory Committee Meeting

Meeting #3

November 16, 2020



Opening Remarks from the Easy Enrollment Advisory Committee Co-Chairs

Roll Call and Introductions; Approval of prior meeting minutes

Co-Chairs:

- Monica VanBuskirk, Chief Policy and Relationships Officer, Connect for Health Colorado
- Amber Egbert, Legislative, Tax Business Rule, and Forms Coordinator, Taxation Division, Colorado Department of Revenue

Members:

- Colorado Department of Health Care Policy & Financing (HCPF) Representative: Marivel Klueckman, Eligibility Division Director
- Colorado Division of Insurance (DOI) Representative: Debra Judy, Deputy Commissioner of Policy Affairs
- Consumer Advocate Representative: Allison Neswood, Deputy Director of Strategic Priorities, Colorado Center on Law and Policy (CCLP)
- Small Employer Representative: Frances Coet, Partner, ATLAS CPAs & Advisors
- Insurer Representative: Jared Colturi, Operations Manager, Cigna
- Health Coverage Guide Representative: Tanya Trujillo-Martinez, Director of Community Health Development, North Colorado Health Alliance
- Insurance Producer Representative: Melanie Herrman, Seasons Insurance Agency
- Income Tax Preparer Representative: David Sullivan, Vice President, Stakeholder Relations, Intuit, Inc.
- Health Care Consumer Representative: Jeanine Draut, Owner, InPraxis Communications

How are we measuring success for the EE program?

Success Criteria

When asked what C4HCO and DOR need to do well to decrease the number of uninsured individuals and maximize enrollment in this program, you said:

- Process must be user-friendly. Including simple language and minimal administrative burden
- Outreach should be targeted to areas of the state with higher uninsured rates
 - Communications to individuals who are newly eligible should describe what benefits could look like
- Tax preparers must be educated on EE so that they can speak to the program
- Marginalized communities' fears around immigration must be addressed

Proposed Metrics

- Number of tax filers who check the box, received from DOR
 - Tax filers understand the instructions and benefits
 - No major discrepancies in check box behavior by geographic region
- Number of outreach attempts
- Number of effectuated enrollments
- Number of notices that direct filers to Health First Colorado

Decision Point: Social Security Number

Background and Uses

Background:

- Tax filers and spouses must have SSN or ITIN in order to file a Colorado return
- If a dependent lacks SSN or ITIN, separate schedule will show a blank field

C4HCO uses:

- Match against existing applications/ customer records
- Targeted outreach

NOTE:

- C4HCO and DOR are aware of the sensitivity in collecting data elements
- SSN is especially sensitive information and both organizations have privacy and security controls in place to handle and protect this sensitive information

Next Meeting

- Next meeting scheduled for two weeks from today, Monday, November 30th from 3-5
 - Items include updates to instructions and final decision on data elements

Questions and Public Comment

Thank you!