



CONNECT *for* HEALTH
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Colorado Health Care Coverage Easy Enrollment Advisory Committee Meeting

Meeting #9

May 3, 2021



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

Guiding Principles

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
- Prioritize health equity by addressing structural barriers faced by populations frequently excluded from the health care system

Implementation Update

Easy Enrollment Implementation Update

- CDOR is beginning to build out updated 2021 income tax forms and has provided the committee's mock-ups of the form and instructions to the teams for development
- C4HCO and CDOR are coordinating the technical details for transferring Easy Enrollment customer information
- C4HCO development on the mechanism to receive Easy Enrollment data will begin in May while noticing and special enrollment period functionality will begin in June
- C4HCO and CDOR expect to begin testing data transfer in late Summer 2021

Review Noticing Language

Feedback Themes from the Committee, MEAC and External Partners

We have conducted many interviews and reviews over the last few weeks on the outreach letters.

Thank you for your participation!

Overall, we heard the themes of:

- Understandable, direct, short, clear
- Helpful tone, informative, well written
- Relate these letters to the Website
- Make the phone number more obvious

Review Timeline

March- Connect for Health Colorado Team drafts the initial notice and shares it with State partners, a subgroup of the Advisory Committee, then to the whole Advisory Committee.

April – The Connect for Health Colorado team incorporated that feedback and then sought feedback from multiple external stakeholders including Brokers, Health coverage guides and the Spanish speaking community, members who interact with notices like these consistently and State partners.

- Overall, this feedback was positive.
- Making getting help easier was a top priority.
- We incorporated feedback about clarity and expert help.
- We wanted to ensure that all feedback was heard and noted.

Today – We are asking for final approval.





ConnectforHealthCO.com

Any other feedback?

- What questions do you have?
- Did we hit all the right notes?

Public Comment Period Before Vote

Advisory Committee Votes on Noticing Language

Review Landing Page Summary

ConnectforHealthCO.com/tax-time-enrollment-period

- Goal: Ensure customers understand the steps to take to apply for health coverage
- Content will include:
 - Step-by-step instructions for visitors to find out if they are eligible for financial help and when to enroll
 - Strong Call To Action
 - Leading people to the [quick assessment tool](#) and to the application to enroll
 - How to get assistance/who to contact for help enrolling

2021 Easy Enrollment Advisory Committee Schedule

Discussion Question: What's missing?

Questions and Public Comment

Thank you!