

Assistance Network FY 2021 Funding Allocation

Finance Committee

May 24, 2021



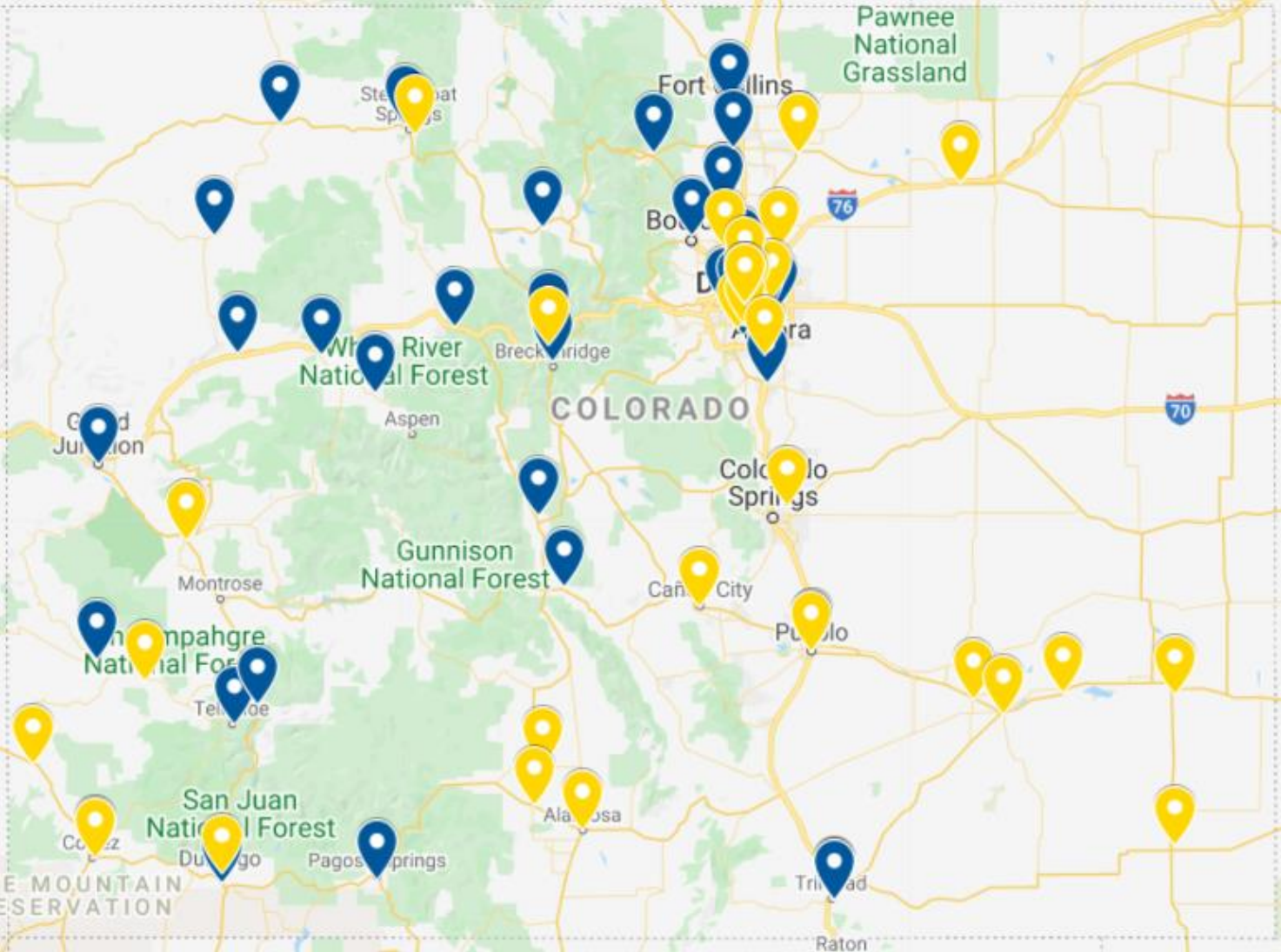
Assistance Network by the Numbers



430+ Health Coverage Guides & Certified Application Counselors

- 17 Assistance Sites
 - 2 new Sites
 - 10 Enrollment Center locations
- 22+ Certified Application Counselor-designated Organizations
 - 2 new locations (1 metro, 1 rural)
 - 1 Enrollment Center location

CAC Organizations can apply throughout the year! We are continuing to network with organizations to gauge interest in enrollment events and support going forward.

FY 2021 Assistance Network Partners Map



-  Blue: Assistance Sites
-  Yellow: CAC Location

Assistance Network Activities & Community Impact

Between July 2020 and May 2021, Assistance Sites hosted 260 outreach & enrollment events

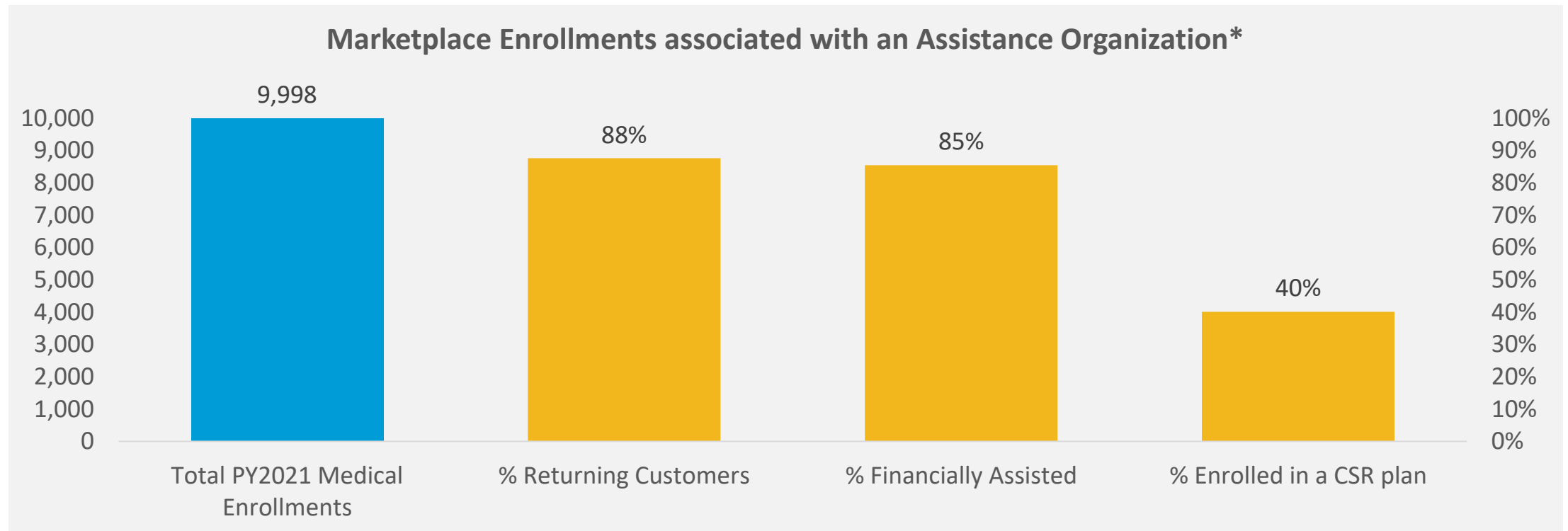
- Estimated reach: **63,376**
- Included enrollment events, outreach events and community discussions about health insurance literacy

Sites also participated in various forms of Marketing and event promotion

- Materials distributed (Flyers, brochures, mailers): **227,983**
- Social media posts: **1,192**
- Earned media stories (Unpaid - news coverage on radio, TV, print): **54**
- Paid media buys with Assister Organization budget (Advertising on radio, print, digital): **1,046**

*Data Source: Assistance Network Marketing & Event Report, May 19, 2021

Assistance Network by the Numbers, cont.



Assisters also reported enrolling more than 4,700 customers in Health First Colorado and CHP+**. These individuals can maintain coverage through the Public Health Emergency.

*Data Source : 2021 All Assistance Sites Enrollment Report – 20200507

**Data Source: Scheduling Data between July 1, 2020, and May 19, 2021

Background: Assistance Network Funding supports community engagement through three key objectives

Enrollment & Post-Enrollment Support

Direct education and assistance to Coloradans who **otherwise would have difficulty navigating the enrollment system** or distinguishing between health insurance options.

Decrease the barrier of cost for health coverage and health services by providing information about Financial Assistance and options for coverage levels.

Decrease barriers to Marketplace customers in accessing health care services through education about using health benefits effectively and selecting providers.

Provide post-enrollment assistance like reporting changes through the Marketplace and referrals to other agencies.

Targeted Customer Outreach

Decrease the **uninsured rate and increase the uptake of APTC** by finding and directly helping customers with barriers to enrollment.

Use **targeted methods and efficient media approaches to reach vulnerable populations** likely to be eligible for APTC about health insurance enrollment and using health benefits.

By **decreasing barriers to obtaining and using health insurance**, C4HCO seeks overall improvement of health systems in local communities.

Community Outreach and Engagement

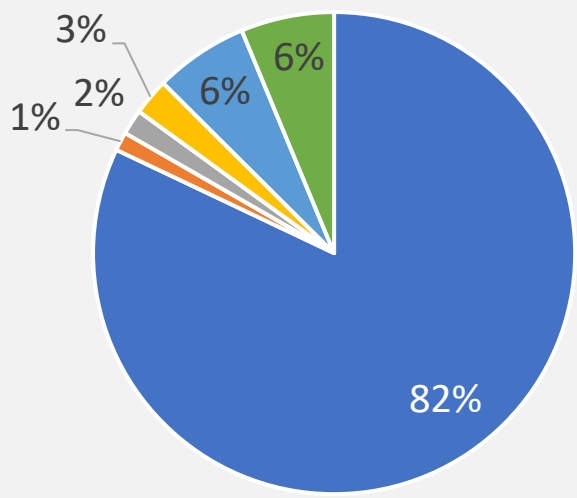
Use relationships and local resources to build referral and education networks where Coloradans can seek information and assistance with health insurance enrollment and use to access care.

Increase the visibility of the Marketplace and collaborate to make resources like enrollment assistance available through designated co-location and phone/virtual support.

Support community level knowledge about using coverage effectively, for instance: when to use primary care vs urgent care vs emergency care; the availability of preventive services; using chronic disease management programs.

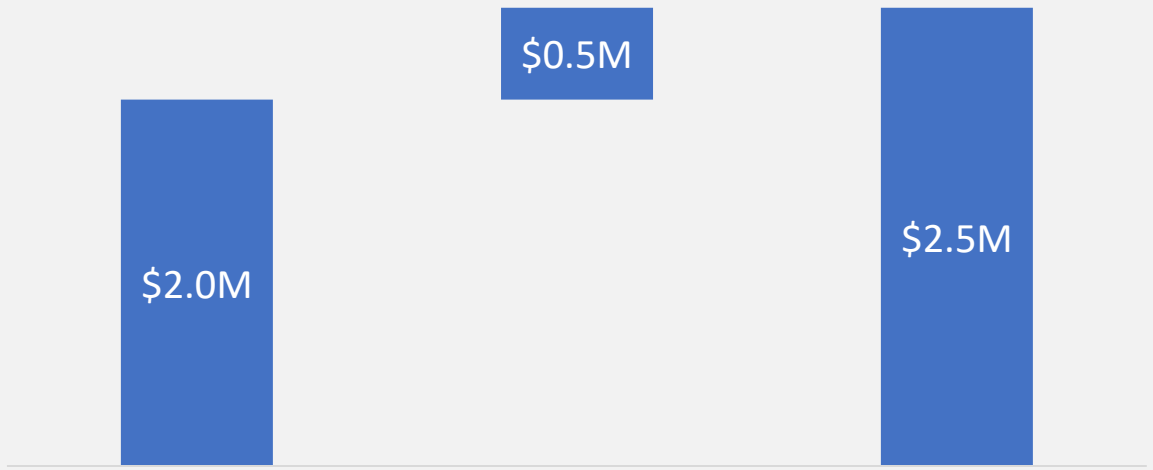
After reviewing FY 2021 Allocation, we sought to increase funding for marketing, events and other outreach for FY 2022.

FY 2021 Site Spend as % of Total Funding



- Personnel
- Contractual
- Supplies and Materials
- Marketing and other
- Administrative
- Travel

FY 2022 Assistance Network Budget



- FY 2021 Budget
- Approved FY 2022 Funding for Assistance Network Outreach
- Total FY 2022 Assistance Network Budget

Proposed Award Ranges for Current Partners, based on \$2.5 Million budgeting for FY2022

< \$49,999

Mt. San Rafael Hospital
Senior Resource Development Agency

\$50,000-\$125,000

Benefits in Action
Center for African American Health
Chaffee County Public Health
Family and Intercultural Resource Center
Mountain Family Health Centers
San Juan Basin Public Health
Tri-County Health Network

> \$125,000

Aurora Comprehensive Community Mental Health Center
Boulder County Housing and Human Services
Doctors Care
Health District of Northern Larimer County
Hilltop Community Resources
North Colorado Health Alliance
Northwest Colorado Community Health Partnership
Servicios de La Raza

We anticipate that no partners will be funded at more than \$250,000 through Connect for Health. However, supplemental funding through Health Insurance Affordability Enterprise may be available.

Supplemental funding through HAIE will be allocated across C4HCO partners, focused on priorities established by the Board

<= \$15,000

Center for African American Health
San Juan Basin Public Health
Senior Resource Development Center
Aurora Mental Health Center
Benefits in Action
Doctors Care
Health District of Northern Larimer County
Mt. San Rafael Hospital
Tri-County Health Network*

> \$15,000

Hilltop Community Resources, Inc.
North Colorado Health Alliance*
Servicios de la Raza
Northwest Colorado Community Health Partnership*

*Indicates rural organization with multiple site partners to assist in outreach and enrollment events

Funding based on initial amounts requested by sites and are not final.

FY 2022 Funding Timeline



March 26, 2021	Release Extension Tasks
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March 30, 2021	Extension process recorded webinar
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May 7, 2021	Extension Task deadline
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May 7 - May 28, 2021	Extension review and approval
Pending Board approval of C4HCO FY22 budget	Contracting process

★ We are here!

July 1, 2021 - June 30, 2022 Contract period