

Easy Enrollment Advisory Committee

May 3, 2021

3:00 PM – 5:00 PM

Committee Members Present: Jared Colturi, Jeanine Draut, Amber Egbert, Melanie Herrman, Allison Neswood, David Sullivan, and Monica VanBuskirk

Staff Present: Leslie Chadwick, Sara Chiasson, Kelly Davies, Bailey Dvorak, Karen Joyce, Molly McClurg, Emma Oppenheim, Ilana Rivera, Nina Schwartz, and Katie Shannon

I. Welcome & Introductions

- Monica VanBuskirk called the meeting to order at 3:05 p.m. and welcomed those in attendance.

II. Implementation Updates from Connect for Health Colorado & Colorado Department of Revenue

The Committee reviewed implementation updates from the Marketplace and Colorado Department of Revenue (DOR).

- DOR began building out updated 2021 income tax forms and have provided the committee's mock-ups of the form and instructions for development.
- The Marketplace and DOR are working to coordinate the technical details for transferring Easy Enrollment customer information.
- The Marketplace development on the mechanism to receive Easy Enrollment data will begin in May while noticing and special enrollment period functionality will begin in June.
- The Marketplace and DOR expect to begin testing data transfer in late Summer 2021.

III. Noticing Language

Staff presented updates regarding noticing language over the last couple of months.

- In March, the Marketplace drafted initial notice and shared it with state partners, then entire advisory committee.
- In April, the feedback from the advisory committee was incorporated. Feedback was then sought from multiple external brokers, health coverage guides, the Spanish speaking community, members who interact with notices like these consistently, and State partners.
- Notices will be sent to customers via email. Only if a customer does not have an email address on file will they receive a mailed letter.

Staff sought final approval on noticing language. Monica VanBuskirk called for public comment, none was given.

Monica VanBuskirk called for a vote to approve the noticing language.

Allison Neswood motioned to approve the noticing language on the condition that a shorter, more concise, URL was included on mailed letters. David Sullivan seconded the motion. The motion was approved as follows:

Yes: Jared Colturi, Jeanine Draut, Amber Egbert, Melanie Herrman, Allison Neswood, David Sullivan, and Monica VanBuskirk

No: None.

Abstain: None.

Action Item

Staff at the Marketplace to update URL on mailed letters to one that is shorter and more concise for customers.

IV. Landing Page Summary

Staff presented the landing page summary to the committee.

- Included are 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 visitors to the quick assessment tool and to the application to enroll.
- Directs on how to get assistance and who to contact for help enrolling.
- Website content will be in both English & Spanish, updates will be presented to the committee as staff creates them for approval.

Allison Neswood suggested adding a message regarding data protection, that the information customers provide is confidential and only used to determine eligibility.

Action Item

Staff at the Marketplace to add language to the landing page regarding customer's data protection.

V. Proposed 2021 Meeting Schedule

The Committee reviewed the proposed 2021 schedule.

- No changes or updates were made to the 2021 schedule.
- Committee members agreed to invite outside groups, for feedback and insight, to join future meetings.

Action Item

Staff at the Marketplace to ensure that all committee members have the correct and most updated video link and phone information for future meetings.

VI. Public Comment

None.

Meeting adjourned at 3:44pm.

Respectfully submitted,

Monica VanBuskirk
Committee Co-Chair

Amber Egbert
Committee Co-Chair