

Small Business Update

Connect for Health Colorado Board of Directors
August 9, 2021



Recent Small Business Activities

- Conducted pilot study with group of self-selected brokers and enrollment centers
- Updated webpage for small business employers
- Implemented an internal ICHRA pilot
- Gave numerous presentations and appeared in newsletters and trade journals to promote C4HCO options
- Ongoing discussions with issuers, brokers and HRA administrators
- Conducted market research and created an internal repository of reference material
- Developed broker training materials.

- Broker and Assister Small Business Plans

- Training and certification program for brokers
- Update small business flyers
- Improve small business employer referral process to brokers
- Better define the broker / assister relationship
- Explore partnerships for tool/calculator to assist brokers in advising small business on coverage options for their employees
- Investigate providing HRA vendor information/capabilities to assist brokers in vendor partnering decisions

Small Business Employer Outreach Plans

- Meetings with Chambers of Commerce, Service Industry, Shared workspace providers
- Website improvements/education
- Research small business market to focus outreach efforts, develop reporting metrics

Looking Forward - Employee Experience

- Expanded options for small employers to offer individual coverage for their employees puts more emphasis on employee education/assistance:
 - Individual Plan selection (on and off exchange)
 - HRA opt-out decision
 - Increased subsidy levels through ARP encourages more use of Marketplace
- C4HCO's enhanced decision support tool development will allow for on and off exchange shopping comparisons and educate employees on the options available to them.
- Development of integration pathways with ICHRA platform vendors with the Marketplace will leverage C4HCO's enhance decision support tool and provide seamless eligibility and enrollment for employees into the right plan for them.