Co-Chairs:

• Amber Egbert, Legislative, Tax Business Rule, and Forms Coordinator, Taxation Division, Colorado Department of Revenue

• Nina Schwartz, Director of Policy and External Affairs, Connect for Health Colorado

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: Bethany Pray, Legal Director, Colorado Center on Law and Policy

• Small Business Representative: Zachary Pietrocarlo, Senior Tax Accountant, Olson, Reyes, & Sauerwein, LLC

• 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
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
Reminder: Process for Easy Enrollment Customers

1. Consumer selects checkbox and submits tax form
2. DOR receives tax forms and sends household’s information to CAHCO
3. CAHCO sends household notification informing them on next steps
4. Consumer responds to notification by coming to Tax Time Enrollment page on CAHCO’s website
5. Consumer answers questions in the “Let Us Guide You” tool

Household potentially eligible for Medicaid?

- No
  - Consumer submits full application through CAHCO
  - Consumer receives eligibility determination
  - If consumer meets SEP requirements, they will receive SEP to enroll through CAHCO
  - Consumer enrolls and SEP reason code is sent to issuer

- Yes
  - Consumer submits full application through PEAK
Tax Time Enrollment Year 1: Marketing and Outreach Report

Easy Enrollment Advisory Committee Meeting – Sept. 7, 2022
Launched a **web page** to share more information about checking the box on the tax form.

Launched a **web page** directing customers how to apply.
Media Relations and Communications

• Our [press release](#) about Tax Time included support and quotes from Lt. Governor Dianne Primavera, DOI ED Mark Ferrandino, Kim Bimestefer, Executive Director for the Department of Health Care Policy & Financing and our CEO, Kevin Patterson.

• Drafted a Message Platform to keep everyone on the same page.
Virtual Toolkit with Marketing and Outreach Materials

• Online Toolkit available with materials for our partners, including social media content, flyers, newsletter content.

https://c4h.co/TaxTimeToolkit

• The Outreach Team worked with the following partners to get our newsletter piece out:
  • Tax Help Colorado
  • Colorado CPA Society
  • Good Business Colorado
  • Colorado Latino Chamber of Commerce
  • Colorado Black Chamber of Commerce
  • Spur Small Business Consulting
  • Small Business Majority
  • Mile High Young Professionals
  • Colorado Festivals and Events Association
  • Colorado Women’s Chamber of Commerce
  • Colorado Restaurant Association
  • Denver Human Services Community Listserv
  • Newsletter coverage from 10 Chambers of Commerce

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**Tax Time Enrollment Program: Sample Newsletter Blurb**
Below is sample newsletter blurb or email content to use when contacting tax preparers and community partners about the new Tax Time Enrollment program.

**New Health Coverage Sign-Up Opportunity**
Thanks to a new state law, residents can mark on their tax return that they are uninsured and interested in finding out if they qualify for free or low-cost health coverage. With the simple act of checking a box, they opt-in for their information to be shared with Connect for Health Colorado, the state’s official health insurance marketplace. From there, they will receive an informational letter with next steps for signing up with Health First Colorado (Colorado’s Medicaid program) or Connect for Health Colorado during a Special Enrollment Period. That letter is their ticket to enroll, so remind them to check the box on their tax return and file soon!

Once they’ve checked the box, there’s no requirement to apply for health insurance or risk that their information will be used for any other purposes. Connect for Health Colorado is here to help residents start-to-finish with the application process, and we provide free enrollment assistance around the state.
Other Outreach Efforts

- Physical Brochures distributed to the following VITA tax sites:
  - Metro State University
  - Mi Casa Resource Center
  - The Fax
  - Aurora Central, MLK, & Hoffman Libraries
  - Aims Community College in Greeley
- Presented to all Tax Help Colorado sites virtually
- Contacts at 22 counties alerted
- 68 tax preparers contacted
We conducted an English and Spanish/Bilingual advertising campaign, targeting uninsured adults around the state.

Campaign included:
• Radio
• Digital display ads
• Social media ads
• Search retargeting
• Paid search
• Good Day Colorado TV Interview
• CBS March Madness package
Spanish-language/Latinx Advertising Campaign

• Ad campaign for Tax Time Enrollment included radio/streaming spots, digital display banners/ads, Facebook ads, Facebook lives with Univision Colorado news anchors, and more!

FB Live on Univision

¿SIN SEGURO MÉDICO?
El programa de inscripción en la temporada de impuestos podría ayudarte.

Más Información
Questions?
ICHadwick@c4hco.com
Tax Time Enrollment Year 1:
Key Metrics
Tax Time Enrollment Key Findings

• As of June 30, 2022, Tax Time Enrollment box checks resulted in 1,188 enrollments for Connect for Health Colorado, and 29,990 positive eligibility determinations for Health First Colorado/CHP+.

• During program year 2022, 140,000 households checked the box. These households consisted of 250,000 individuals, 93% of whom provided their email address.

• The average time from customer notification to plan submission was 30 days. April was the most common enrollment month.
Taking a closer look

- FA and NFA show similar monthly enrollment trends.

- 80% of customers are receiving financial assistance.

**Submissions by Month**

**FA Vs. NFA Submissions**

- 20% FA
- 80% NFA
Next Steps

- Collaboration with e-filers to encourage adoption of the form
- Earlier and more training for VITA Sites building off relationships with CDPHE and Tax Help Colorado.
- Year 2 systems in place to avoid data delays.
Discussion Questions

• What questions would you like to tackle as we head into Year 2?
• What information would be helpful to inform potential future changes?