

●—●—● COLORADO ●—●—●  
**COVERING**  
KIDS & FAMILIES

**COALITION MEETING NOTES**

Friday, November 16, 2018

**Connect for Health Colorado Updates**

*Ian McMahon and Monica Caballeros, Connect for Health Colorado*

Outreach and Marketing Updates

During the first two weeks of open enrollment there were 25,614 medical plan selections through Connect for Health Colorado. This is about 13 percent higher than the same time period in 2017. Connect for Health Colorado is analyzing what may be contributing to higher enrollment than last year. Learn more in Connect for Health Colorado's news release [here](#).

Connect for Health Colorado's outreach and marketing efforts this year were highlighted, including: Spanish/Latinx outreach, such as media opportunities with Univision and popular Spanish radio shows; African American outreach, such as partnering with African American leaders in Colorado; Walk-In Saturdays; and increased email marketing campaign. Connect for Health Colorado also participated on a podcast called "Life is Dope." Interact with Connect for Health Colorado on [Facebook](#) and [Twitter](#), and to tag Connect for Health Colorado. Hashtags are:

- #HeretoHelp
- #GetCovered
- #COHealth
- #HealthInsurance

At the Building Better Health conference (BBH) Connect for Health Colorado interviewed assisters and put together a series of videos. The videos are being used on Connect for Health Colorado's social media, and can also be found on YouTube [here](#).

Connect for Health Colorado's Online Store is open 24/7 and all materials are available for free. Assisters and brokers certified by Connect for Health Colorado, as well as community-based assisters that are not certified by Connect for Health Colorado may request the materials from the store. Visit the store [here](#).

NES Update

Connect for Health Colorado launched the New Eligibility System (NES) for this open enrollment period and is holding daily meetings to troubleshoot NES issues. Assisters can access Connect for Health Colorado's tip sheet, which is being updated regularly in box.

The main issue this open enrollment period is especially long hold times with customer service center. The average hold time the week of November 5, were an hour and a half; now the speed of answer is 7 or 8 minutes. Hold times are estimates and varies based on people jumping in and out of the queue. If you are consistently seeing longer than average hold times, please let Connect for Health Colorado know. The main reasons customers, assisters, and brokers are calling the service center is for password resets, remote identity procedures, removing a member from an existing enrollment.

The other common theme is issues with “We’re sorry” errors. Connect for Health Colorado has done several IT releases to fix the errors, which have largely been successful but the issue is still occurring. There is an 80 – 85 percent pass rate for individuals going through the remote identity process.

Q. Existing customers are being asked for citizenship and verifications even though they should not be, how should assisters address this?

A. The best practice is to provide verification when it is requested.

Q. Are calls to the call center coming from assisters and brokers, or individuals working on their own? There have been several workarounds shared with assisters and brokers, how is this information shared with the public?

A. Connect for Health Colorado is receiving many calls from assisters and brokers. Customers who are not working with an assister or broker and call in on their own are typically calling about password resets and 400 errors.

### **Open Enrollment Communications Toolkit**

*Adam Fox, Colorado Consumer Health Initiative*

As part of BBH, CCHI hosted a session that created a communication toolkit. They surveyed assisters before the conference on what messages they wanted help on, and held session at the conference to refine and revise the toolkit. The toolkit is now available online [here](#). The goal of the toolkit is to provide pre-drafted content that assisters can copy and paste, and adapt easily during OE6. Components of the toolkit include social media graphics, sample letter to the editor, content for creating flyers, a 30-second radio script, and more. The toolkit also includes general messaging guidance, such as the importance of repetition of messages, knowing your audience, and using stories.

Adam would like to receive feedback on the toolkit a few months after OE6 to determine who used the toolkit, how people used it, what worked and what didn't. To contact Adam directly email ([afox@cohealthinitiative.org](mailto:afox@cohealthinitiative.org)).

### **Discussion on Public Charge**

On November 15, CKF held a webinar for assisters on how to answer client questions about public charge. Allison Neswood, Health Care Attorney at the Colorado Center on Law and Policy (CCLP) presented. Listen to the webinar [here](#).

In addition, CKF, in partnership with CCLP and the Center for Health Progress, created a fact sheet specifically to help assisters discuss public charge with clients. View the fact sheet [here](#). The fact sheet covers main talking points, including that this is a *proposed* rule change, there is currently no upside to dropping benefits, and families with specific concerns should look into legal counsel. The fact sheet has additional resources, information on monetizable vs. non-monetizable benefits, when the public charge test is applied, and more. This fact sheet was designed for assisters, not clients.

Learn more information on public charge on CKF's resources on the proposed public charge rule [here](#).

### **CKF News**

As part of BBH, CKF, in partnership with PEAK Outreach and Connect for Health Colorado created a resource guide for assisters. The resource guide is an attempt to have one document that include all information assisters may need. If you have feedback on information that is missing from the resource guide, is inaccurate, or you would like to see added to the resource guide, please reach out to Liz ([ltansey@cchn.org](mailto:ltansey@cchn.org)). An updated version of this resource guide will be available in early 2019. See the resource guide [here](#).

Due to the holidays, the December CKF meeting has been cancelled. We'll reconvene on **January 18, 2019**.