Connect for Health Colorado and Health First Colorado (Medicaid) By The Numbers

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Reminder: What is Connect for Health Colorado? Who do they serve?

- Established by state law in 2011 as a nonprofit.

- We are Colorado's official health insurance marketplace.

- We offer health insurance plans to Coloradans who don't qualify for Health First Colorado and do not get health insurance from an employer.

- We are the only place Coloradans can apply for financial help to reduce health insurance costs.

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Region Specific Enrollments Front Range and Central Denver

County	Enrollments	FA Enrollments	NFA Enrollments
ADAMS	13,133	9,758	3,375
ARAPAHOE	24,151	17,787	6,364
BROOMFIELD	3,163	2,043	1,120
CLEAR CREEK	498	345	153
DENVER	30,178	18,494	11,684
DOUGLAS	14,289	9,535	4,754
EL PASO	17,225	12,615	4,610
ELBERT	1,003	736	267
GILPIN	296	216	80
JEFFERSON	25,906	17,466	8,440
PARK	913	720	193
TELLER	906	731	175
Region Total	**131,661**	**90,446**	**41,215**

Region Specific Enrollments by Age Group

Age Group	Enrollment %
0-25	18%
26-34	20%
35-44	17%
45-54	16%
55-64	24%
65+	4%

Front Range and Central Denver Enrollments by Age						
County	0-25	26-34	35-44	45-54	55-64	65+
ADAMS	18%	19%	17%	17%	25%	4%
ARAPAHOE	19%	18%	17%	17%	24%	5%
BROOMFIELD	21%	20%	15%	17%	23%	4%
CLEAR CREEK	15%	15%	17%	19%	29%	4%
DENVER	14%	30%	21%	15%	17%	3%
DOUGLAS	25%	14%	14%	17%	26%	4%
EL PASO	19%	19%	15%	15%	28%	4%
ELBERT	21%	11%	14%	18%	31%	4%
GILPIN	14%	13%	19%	19%	31%	4%
JEFFERSON	19%	18%	17%	16%	26%	4%
PARK	14%	11%	17%	17%	34%	6%
TELLER	13%	11%	13%	15%	41%	7%
Region Total	**18%**	**20%**	**17%**	**16%**	**24%**	**4%**

Region Specific Advanced Premium Tax Credit Data

County	Avg APTC	Avg Premium	Avg Net Premium
ADAMS	$ 238	$ 431	$ 193
ARAPAHOE	$ 240	$ 431	$ 191
BROOMFIELD	$ 201	$ 417	$ 216
CLEAR CREEK	$ 249	$ 458	$ 209
DENVER	$ 177	$ 395	$ 218
DOUGLAS	$ 205	$ 419	$ 214
EL PASO	$ 226	$ 432	$ 206
ELBERT	$ 236	$ 447	$ 211
GILPIN	$ 278	$ 462	$ 184
JEFFERSON	$ 211	$ 431	$ 220
PARK	$ 287	$ 476	$ 188
TELLER	$ 343	$ 535	$ 192
Region Total	**$ 214**	**$ 423**	**$ 209**

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Region Specific Eligible But Not Enrolled (EBNE)

County	EBNE
Adams	13,484
Arapahoe	13,341
Broomfield	412
Clear Creek	394
Denver	10,141
Douglas	6,110
El Paso	9,302
Elbert	913
Gilpin	6
Jefferson	4,522
Park	211
Teller	288
Region Total	**59,124**

2021 Total Individual Market EBNE

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Health First Colorado Enrollments by Region

County	HCPF
Adams	119,117
Arapahoe	123,110
Broomfield	6,446
Clear Creek	1,411
Denver	74,916
Douglas	30,451
El Paso	190,449
Elbert	2,981
Gilpin	1,117
Jefferson	74,440
Park	1,515
Teller	5,994
Region Total	**631,947**

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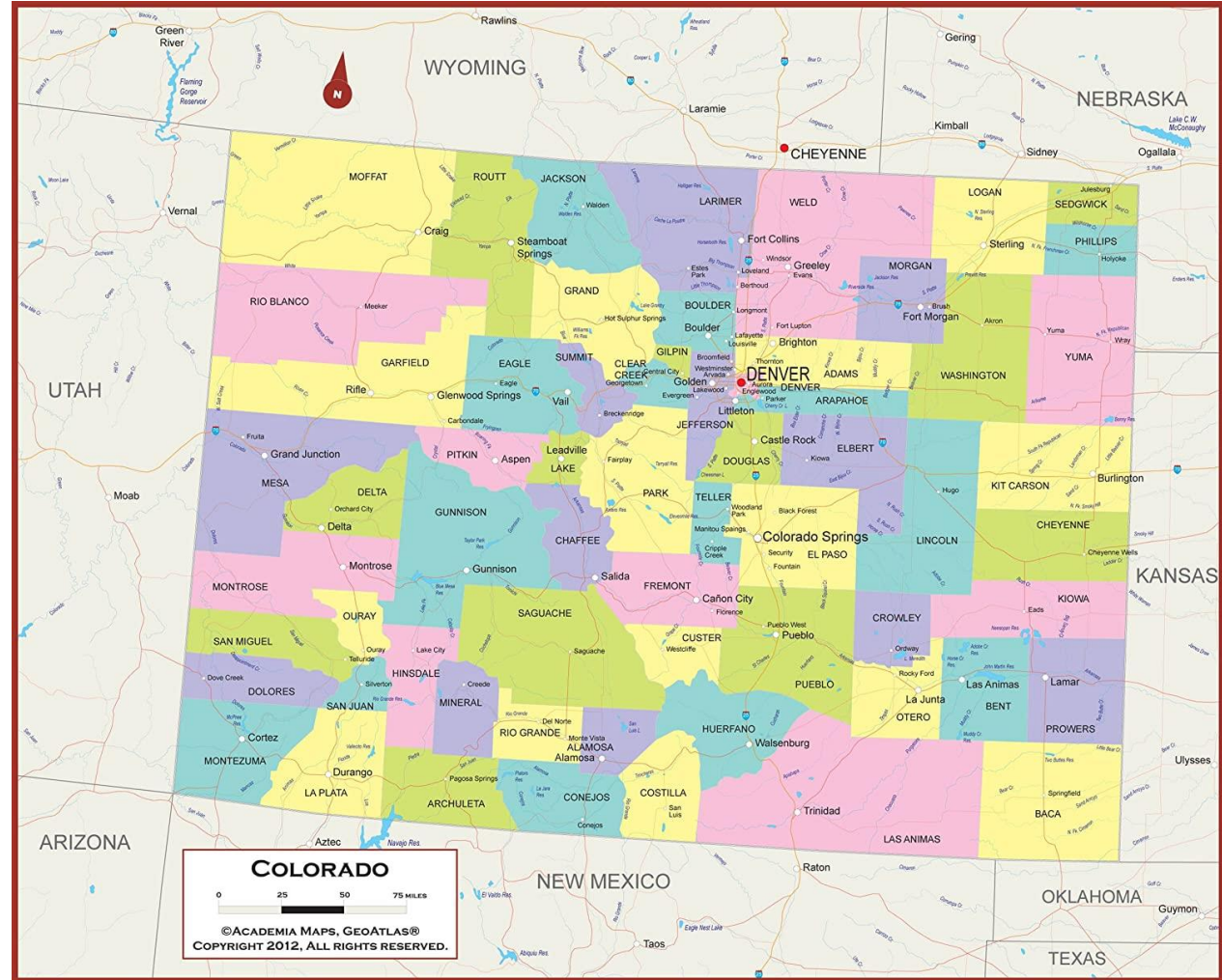
Online Store for Open Enrollment Materials

Ordering Free Marketing Materials from Connect for Health Colorado's

Online Store

1. Go to: https://c4hcostore.com/

2. Click on "Create an Account" below the "Login" button

3. Enter your organization's information

4. Click on "Create Account"

5. Connect for Health Colorado will approve you, and you will receive an approval email

6. Once approved, go to: https://c4hcostore.com/ and login

7. View materials and select quantities

8. Place your order

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We Are Here to Help

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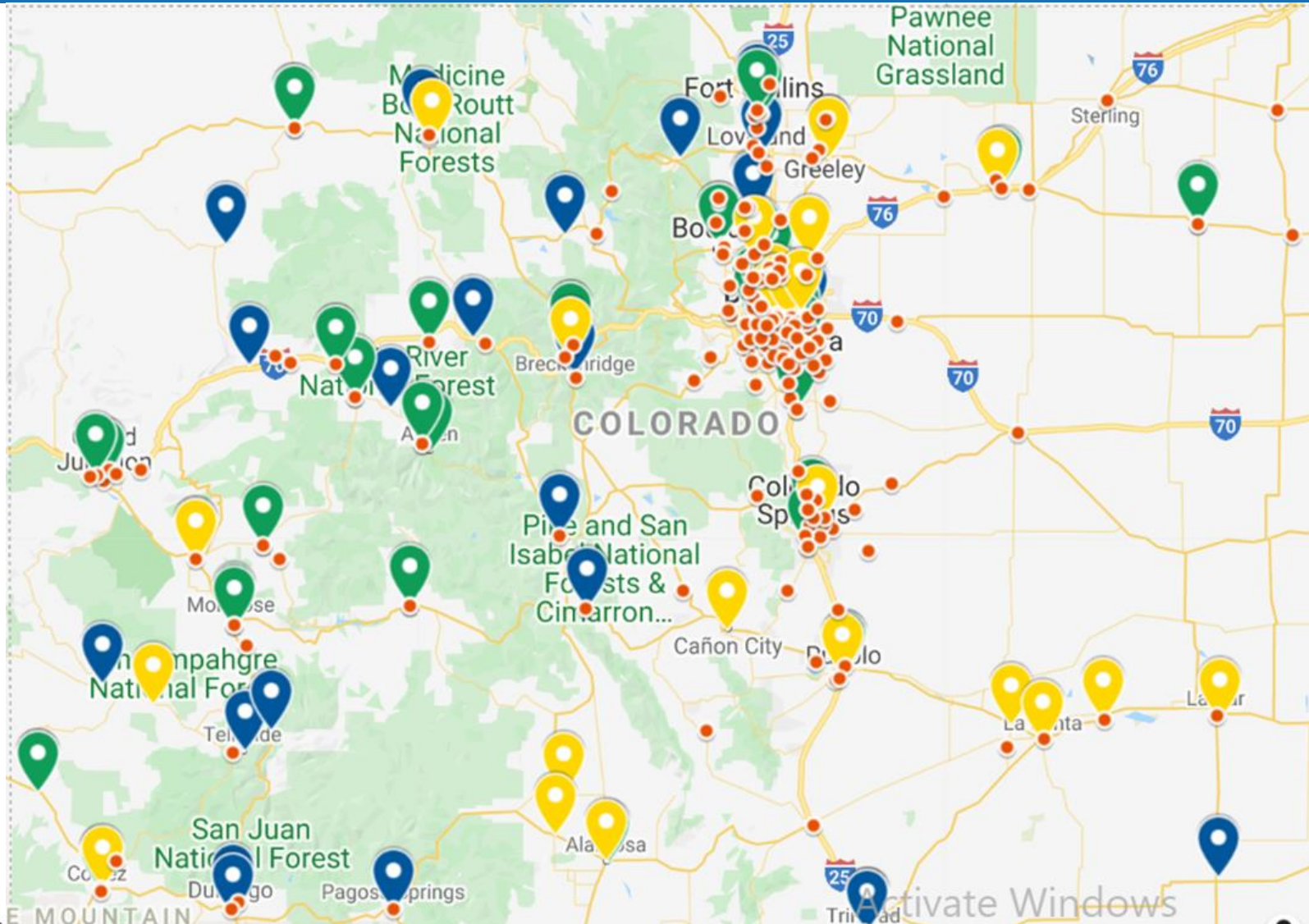
Thank you!

For more information or questions on this data please reach out to:

Bailey Dvorak: bdvorak@c4hco.com

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Using Data for Marketplace Outreach

Take Away from Data from Previous Slides for <u>Arapahoe County:</u>

- 74% of C4HCO Marketplace enrolled with APTCs
- Average Tax credit is $431
- Average Net Premium with APTC is $191
- Eligible but Not Enrolled is estimated to be 13,343 in Arapahoe County

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Using Data for Marketplace Outreach

- Facebook and Instagram ads
- Radio Advertisements
- Partner Organizations serving EBNE population
- Posters in areas with high(er) EBNE

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Data I Use for Marketplace Outreach

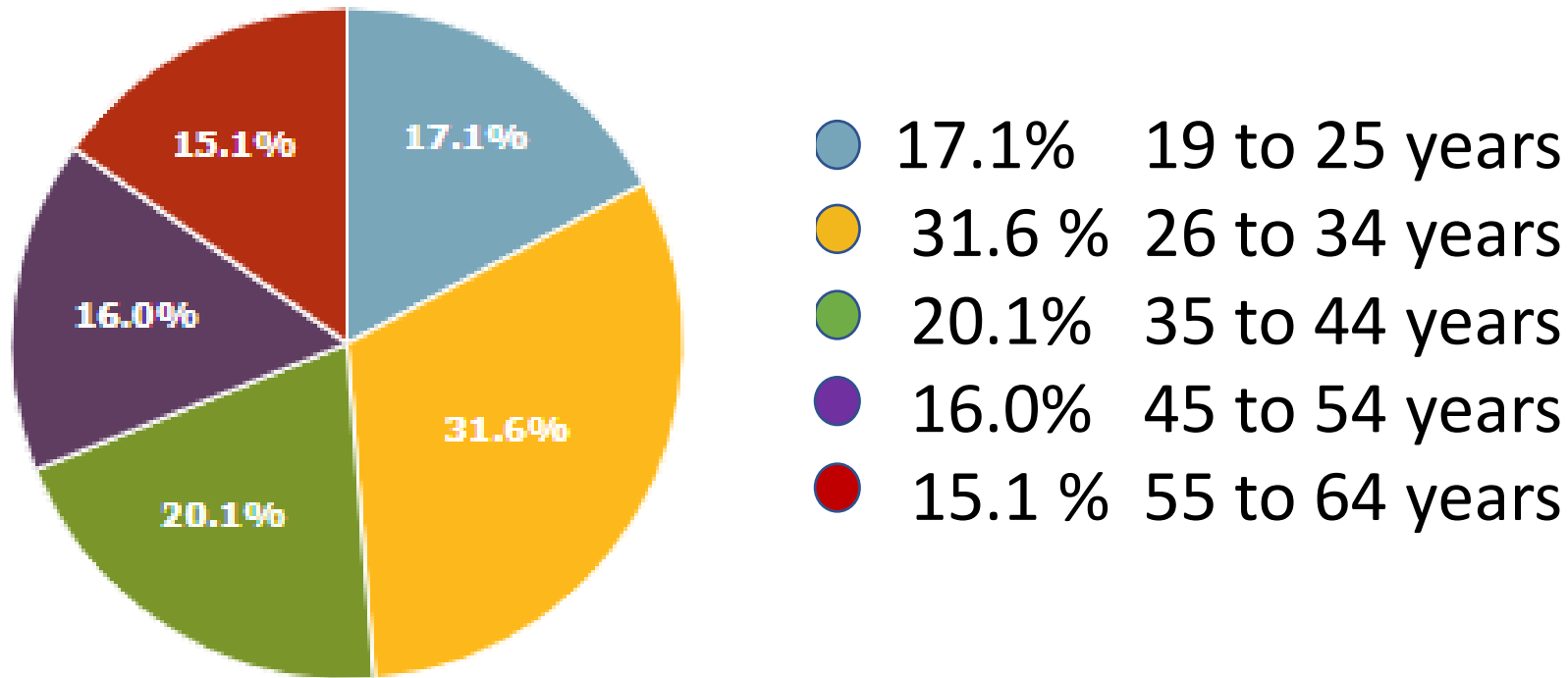## Eligible but Not Enrolled (EBNE) in APTC by Race/Ethnicity
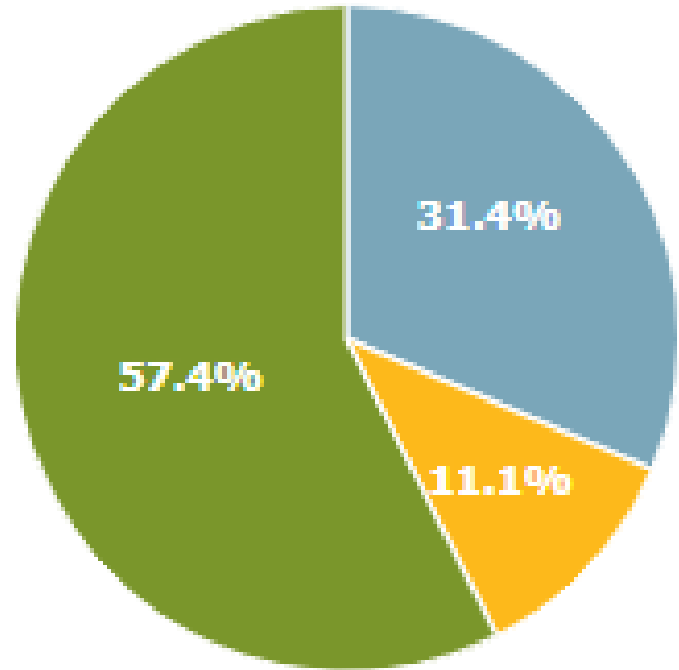
- 🟢 57.4 % of EBNE are White, Non-Hispanic
- 🔵 31.0 % of EBNE are Hispanic/Latinx
- 🟠 11.1 % of EBNE are Non-Hispanic/Latinx

Presentation by Colorado Health Institute 6.15.21 in Connect for Health Box for Assisters https://app.box.com/file/835863684652

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Data I use for Marketplace Outreach

Eligible but Not Enrolled (EBNE) in APTC by AGE

- 🔵 17.1%   19 to 25 years
- 🟡 31.6 % 26 to 34 years
- 🟢 20.1%   35 to 44 years
- 🟣 16.0%   45 to 54 years
- 🔴 15.1 % 55 to 64 years

Presentation by Colorado Health Institute 6.15.21 in Connect for Health Box for Assisters https://app.box.com/file/835863684652

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Data I use for Marketplace Outreach?

The Eligible but Not Enrolled APTC (EBNE) for Arapahoe County is estimated to be 13,341 residents. Arapahoe County has over 656,000 residents. How can I best focus outreach?

- Colorado Health Institute, APTC 2019 EBNE Analysis by ZIP Codes
  https://app.box.com/file/697408989863?s=wppxcmyrduarn16qpds6yjeo7e4p0gk6

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Data I use for Marketplace Outreach?

Table 1. Colorado Non-Elderly Population Eligible for APTCs but Not Insured

Zip Code	County	
80010	Adams	**1,177**
80011	Adams	**1,286**
80012	Arapahoe	**1,326**
80013	Arapahoe	**1,409**
80014	Arapahoe	**1,208**
80015	Arapahoe	**836**
80016	Arapahoe	**610**
80017	Arapahoe	**877**
80018	Arapahoe	**136**
80019	Adams	**24**

Colorado Health Institute, APTC 2019 EBNE Analysis by ZIP Codes

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