

Roles in Outreach and Enrollment


Providing health coverage enrollment assistance in Colorado

Updated October 2020



Community-based organizations help Coloradans understand, apply for, and retain affordable healthcare coverage. These organizations offer varying degrees of assistance based on certification level. The different types of certified sites, listed in the table below, are authorized by the Colorado Department of Health Care Policy and Financing (HCPF) and Connect for Health Colorado. A site can hold certifications from both agencies, and can hold multiple certifications from HCPF.

HCPF certified sites, which must be community-based or non-profit organizations, build on certification level from left to right in the below table. Certification begins with Certified Application Assistance Site (CAAS), after which a site may apply to become a Presumptive Eligibility (PE) site, culminating in an Eligibility Application Partner (EAP) site. Medical Assistance (MA) sites are governmental organizations that have a merit-based pay structure. Connect for Health Colorado certified sites are listed on the righthand side of the table. Certified Application Counselor-designated Organizations are unfunded. Assistance Sites are funded and have reporting and outreach requirements through Connect for Health Colorado.

|  Certified Application Assistance Sites (CAAS) | Presumptive Eligibility (PE) Sites | Eligibility Application Partners (EAP) Sites | Medical Assistance (MA) Sites | Certified Application Counselor Designated Organizations | Assistance Sites |
|---|--|--|---|---|--|
| Certifying Agency | Colorado Department of Health Care Policy and Financing (HCPF) | | | Connect for Health Colorado | |
| Services | Assist with applications and verify original identification and citizenship documents for Health First Colorado and CHP+ | | | <ul style="list-style-type: none"> Help with application and enrollment into Health First Colorado, CHP+ and Qualified Health Plans with or without Advanced Premium Tax Credits and/or Cost Sharing Reductions Offer post-enrollment and renewal support Share information on health insurance literacy | |
| | Provide member assistance services such as finding providers, explaining benefits, and helping clients stay enrolled | Determine immediate and temporary Health First Colorado and CHP+ eligibility for pregnant adults and children while they await full eligibility determinations | Process new Health First Colorado and CHP+ applications and determine eligibility in CBMS | Process new Health First Colorado and CHP+ applications and determine eligibility in CBMS. Provide ongoing case management for existing cases. | <ul style="list-style-type: none"> Are not required to support customers outside their organization |
| Agency Support | Training upon certification and support upon request | | | Annual certification training, support through regular program updates calls, and support upon request | |
| Agency Funding | No | Occasionally | Yes | No | Yes |
| Additional Resources | Find a site | | | Find a site | |
| | Contact More Info | Contact More Info | Contact More Info | | Contact More Info |

Covering Kids and Families (CKF) improves how Coloradans access and retain affordable health coverage. CKF supports a state-wide network of community-based enrollment professionals and advocates for improved policies and systems so that all Coloradans can be covered. Please send questions to CKF@cchn.org, or visit the Covering Kids and Families website to learn more.