Accountable Care Collaborative:
Program Improvement
Advisory Committee

Mike West
PEAK Product Owner
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What is Real Time Eligibility (RTE)?

PEAK Website Data
(PEAK Salesforce)

- PEAK collect data and forwards that information to the Colorado Benefits Management System

- Data reporting for PEAK Salesforce can indicate what happens during the digital application process. No determinations are made in PEAK

- Reporting is generally about the flow and quantity of events in a digital application

- Salesforce is housed within the State of Colorado IT infrastructure

- PEAK data reflects experience for an integrated application. It is not just a HealthFirst self-service portal.
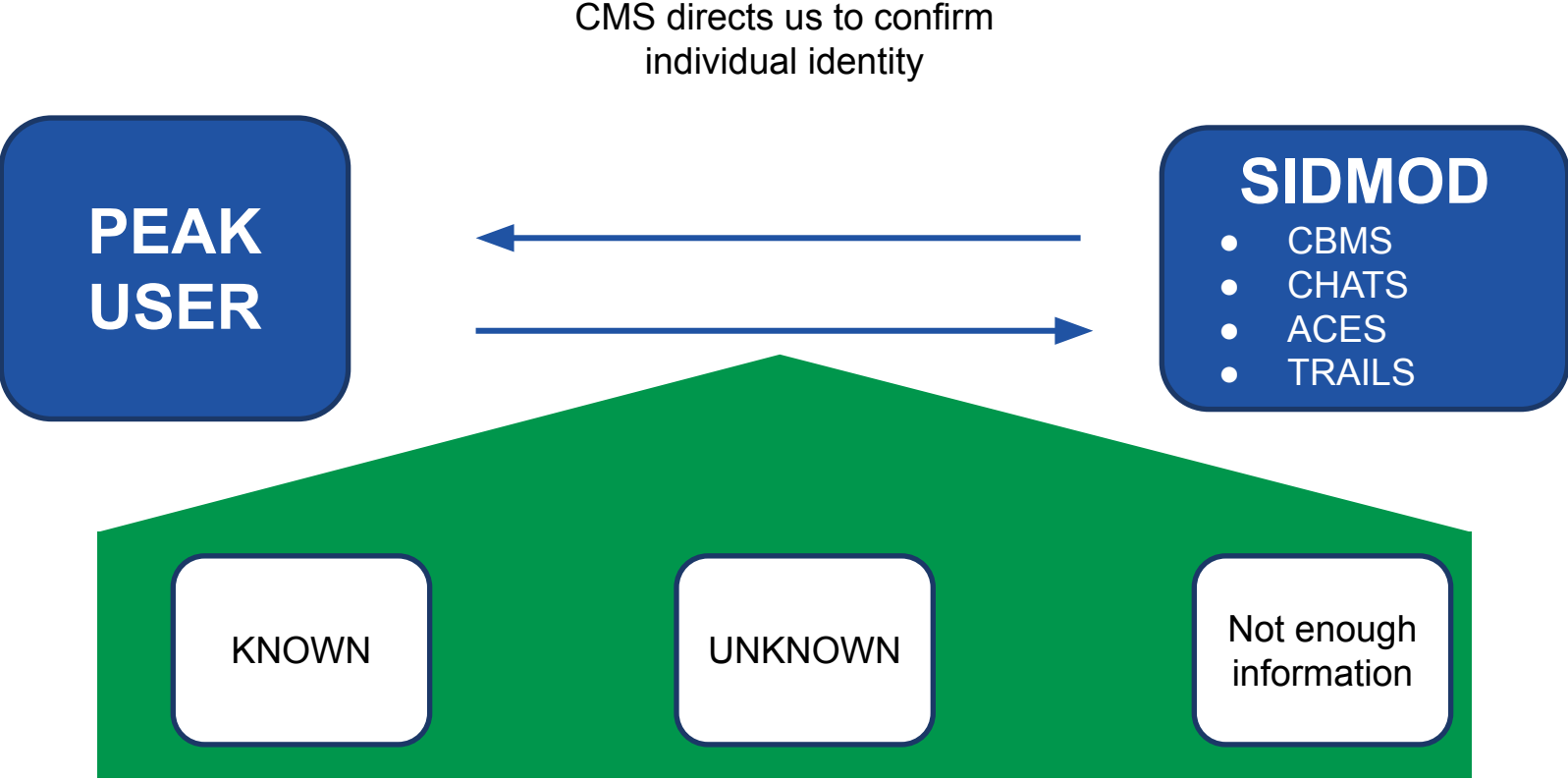
Colorado Benefits Management System
Enrollment and Eligibility Data
(CBMS Salesforce)

- CBMS is used by merit based employed FTE to determine eligibility

- CBMS is a State-owned infrastructure used by County eligibility case workers.

- All application outcome reporting data is derived from the CBMS Salesforce community.

- Program areas, (HCPF and CDHS), determine flows and policy for rules engines with in CBMS.

Who is applying on PEAK?

- PEAK is an integrated self-service platform
  - Users can apply for 12 different programs, not just Health First Colorado (Colorado Medicaid)

- Only 4 states, including Colorado, provide a single self-service portal where people can apply for:
  - Medicaid and CHP+
  - SNAP
  - TANF
  - Adult Financial

- **Approximately 54% of all applications in the CBMS systems come from PEAK.**

- **PEAK is responsible for 492,000 combined applications a year**

What is Real Time Eligibility (RTE)?

CMS directs us to confirm individual identity

PEAK USER

SIDMOD
- CBMS
- CHATS
- ACES
- TRAILS

KNOWN

UNKNOWN

Not enough information

How many people get RTE?

32% of PEAK users submitting an application get RTE.

55% of PEAK users submitting a renewal get RTE.

**64%** of PEAK users submitting a change report get RTE.

# Are there any PEAK guides or training available?

- [How to add an Authorized (Trusted) Representative on PEAK](#)
  - This guide explains what the 4 different types of Authorized Representatives are, what they can help with and how to add them to a case on PEAK.

- Future December project on PEAK and PEAKPro
  - User guides available directly on PEAK and PEAKPro
  - Other help resources available as well

Gathering PEAK user feedback

- In FY24 we received legislative funding to implement a user feedback tool.
  - Qualtrics will be used to gather feedback from users **without** using Personal Identifiable Information.
  - PEAK team has spent 6 to 12 months analyzing data and creating a backlog of projects.
  - Projects on the backlog are reviewed during PEAK UX Workgroup.
  - No funding currently to research and understand why Coloradans may **not** use PEAK.

Apply For Benefits Post Application Survey Responses August 2023 - June 2024

Pie chart:
- Helpful, 60%
- OK, 35%
- Not helpful, 5%
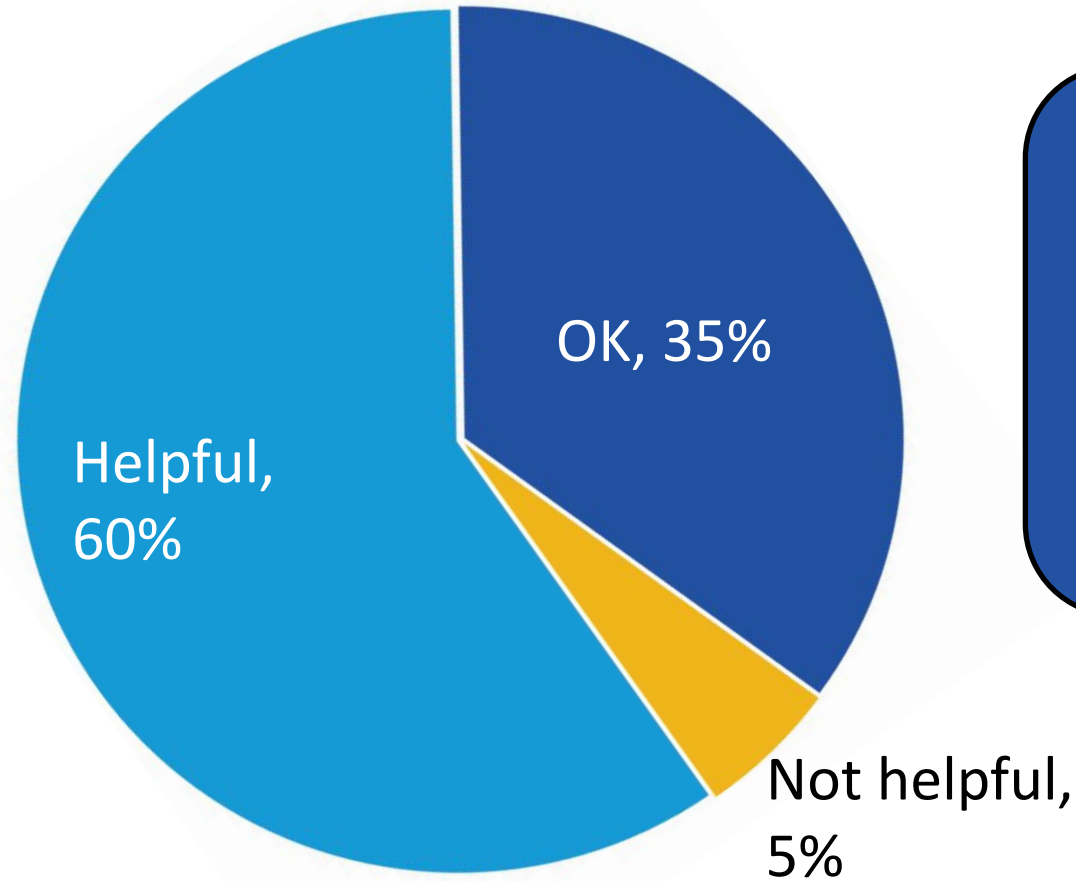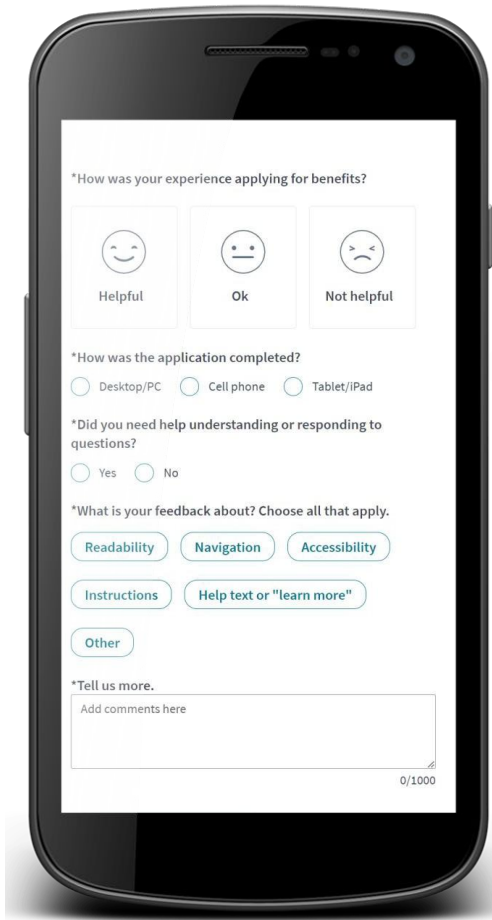
- 95% of users surveyed report a helpful or OK experience
- 28,000 surveys received

Example of Positive Feedback

"

The experience of applying has been improved immensely since my first application years ago I actually have no feedback on changes. This is an incredibly easy form of application, much easier than it used to be and I am happy that you have changed with the times with your technology. Thank you for all you do for us.

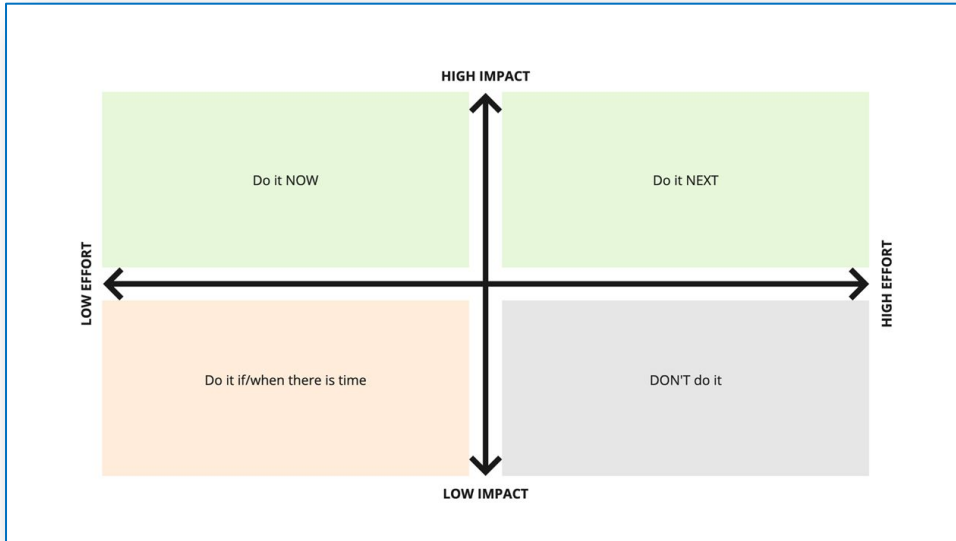-PEAK user feedback from AFB

"

Example of Negative Feedback

"

Get simpler instructions with simpler terms to better understand the application. The application was hard and confusing to fill out.

-PEAK user feedback from AFB
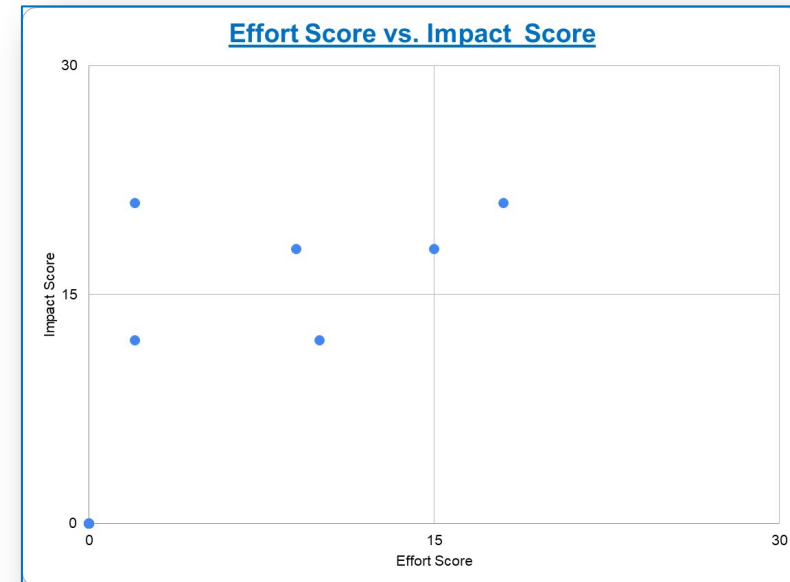
"

PEAK Has a New Prioritization tool

Impact Score Criteria

- Severity
- Magnitude
- Caseworker impact
- Urgency

Effort Score Criteria

- PEAK Product Effort
- County Integrations
- Systems Integrations
- Data Integrations

Applications submitted on PEAK

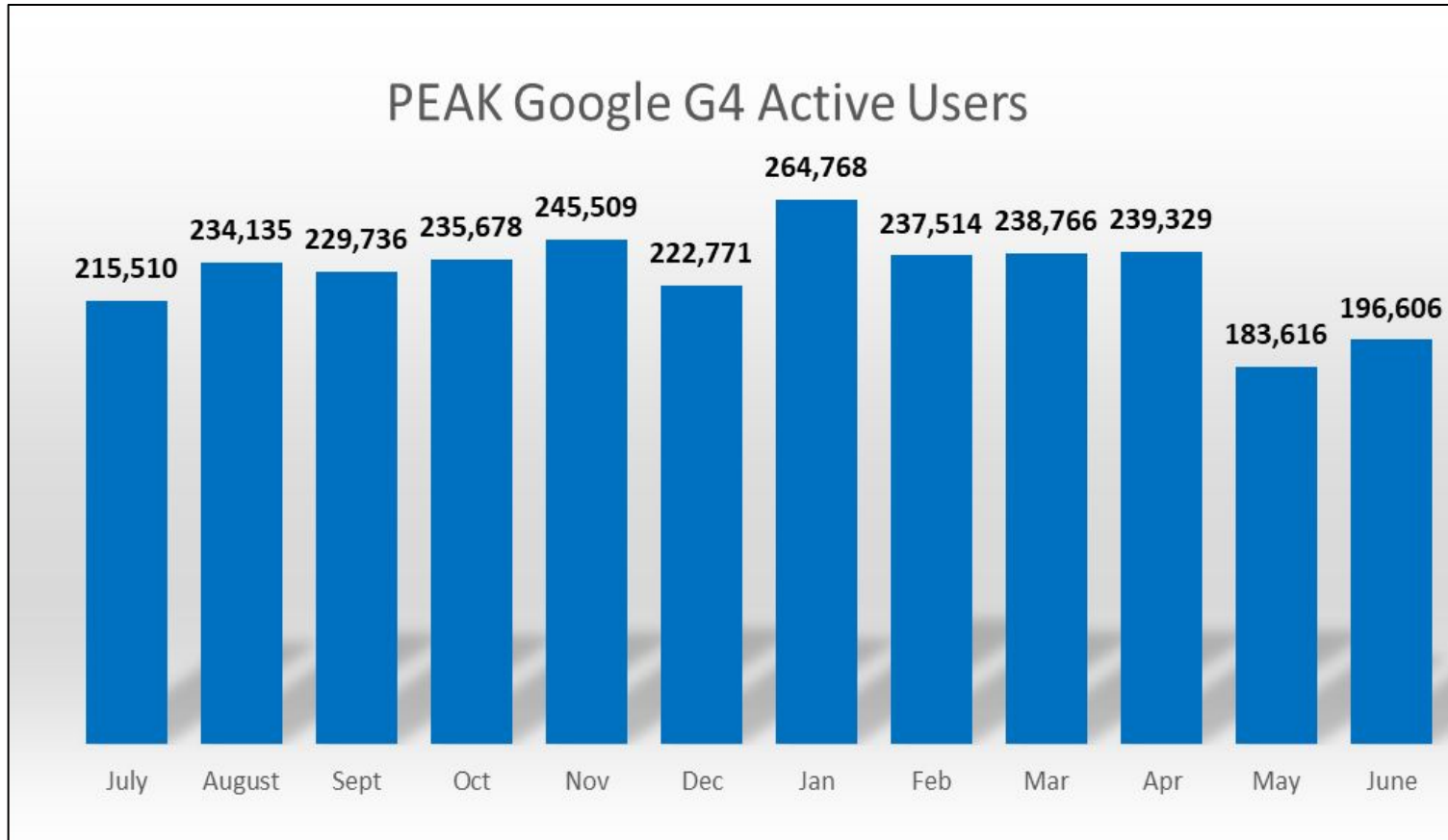| Application status	2022	2023
Started but not submitted	372,841	377,137
Submitted	201,671	224,660

- After PEAK modernization, users starting and submitting new increased by 11.4%

- 24,000 more applications were submitted on PEAK in 2023

Renewals submitted on PEAK

Renewal status	2022	2023
Started but not submitted	430,636	493,420
Submitted	274,933	359,940

- After PEAK modernization, users starting and submitting renewals increased by 30.9%

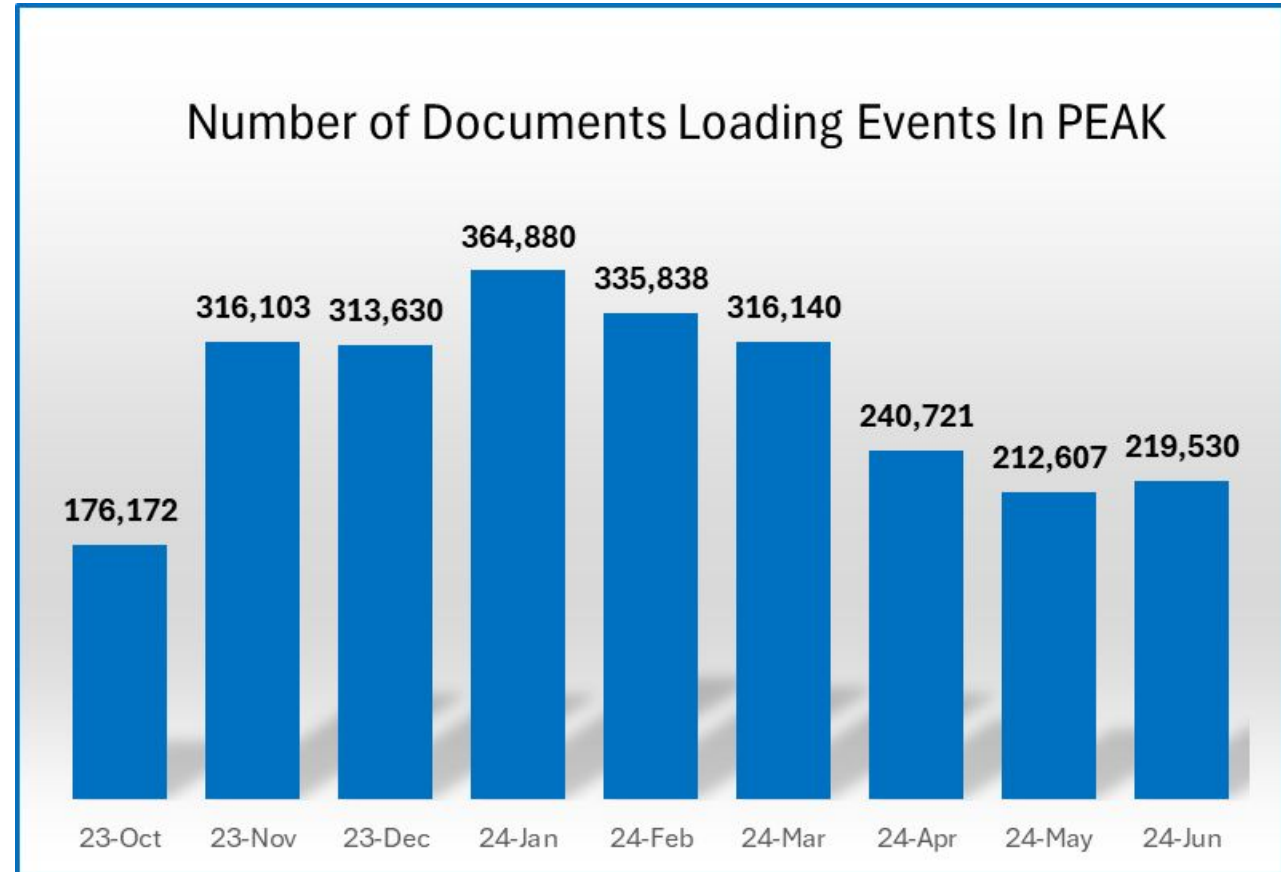- 85,000 more renewal applications were submitted on PEAK in 2023

Google Analytics Data for PEAK

PEAK Google G4 Active Users

Month	Active Users
July	215,510
August	234,135
Sept	229,736
Oct	235,678
Nov	245,509
Dec	222,771
Jan	264,768
Feb	237,514
Mar	238,766
Apr	239,329
May	183,616
June	196,606

- 62% of users access PEAK through a mobile device.

- On average PEAK has 228,000 visits per month

Number of Documents Uploaded on PEAK

On average, 272,000 PEAK documents uploading events to CBMS each month.

Number of Documents Loading Events In PEAK

Month	Number
23-Oct	176,172
23-Nov	316,103
23-Dec	313,630
24-Jan	364,880
24-Feb	335,838
24-Mar	316,140
24-Apr	240,721
24-May	212,607
24-Jun	219,530

PEAK Technical Help Desk and CHATBOT Update

- July Calls: 4,977

- Average Seconds to Answer < 30 Seconds: 76%

- Average Seconds to Answer < 2 Minutes: 87%

- Abandonment rate: 9.11%

- Live CHATS: 1,299

- 31,624 Total Chats in July

URL change

- In 2023, Salesforce updated the PEAK URL
- Anyone visiting the old URL will see a "We moved" page before redirecting to PEAK
- In February 2025, Salesforce is removing the old URL and redirect

- The PEAK short URLs should always be used instead:
  - **CO.gov/PEAK**
  - **Colorado.gov/PEAK**

Appendix