COVID-19 Public Health Emergency Unwind Planning

Community Partners
October 25, 2023

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About this webinar

Will this presentation be shared?

Yes. A recording of this meeting and the slide deck will both be posted on the PHE Planning webpage in a few days.

https://hcpf.colorado.gov/covid-19-phe-planning

Will all of your questions be answered?

We will have time for questions at the end of the data section. We have a team of staff answering questions put into the Q/A throughout the presentation, but we may not get to all of them. Frequently asked questions will be added to the FAQs in the PHE Planning webpage. Question themes from prior meetings are already posted.

https://hcpf.colorado.gov/covid-19-public-health-emergency-faqs

Survey Response

Will the format of this webinar be changing?

- Thank you to those who completed our survey
- We received 9 responses of split opinion on format changes
  ➢ 5 people requested smaller breakout meetings; 4 preferred existing quarterly webinars
- Special populations mentioned in the survey are being discussed in the existing webinars

Thank you again for your feedback!

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Today's Agenda

1. Helping Get the Word Out: Communication Updates

2. PEAK Updates

3. Policy Changes & System Updates

4. Data Overview

5. Transitions In Coverage - Connect for Health CO

6. Wrap Up & Future Meetings

Helping Get the Word Out

Communication Updates
Natalie Coulter, HCPF

NEW: Transcreated Materials

Materials in the following campaigns have been transcreated into the top 11 languages spoken by members: **Amharic, Arabic, Burmese, Chinese, Dari, Pashto, Russian, Somali, Swahili, Ukrainian, and Vietnamese**

- [Take Action on Your Renewal](#)
- [Keep CO Covered](#)

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More Resources

- New sub-categories for Renewals section

- Long Term Services & Supports (LTSS) One-pager

- Many new FAQs, please direct folks here as a first line

- See something missing? Let us know!

COVID-19 Public Health Emergency FAQs

Public Health Emergency Planning

Frequently Asked Questions

Jump to FAQ Categories:

| General | Renewals | Eligibility | Unhoused | Medicare/Medicaid | Buy-In Programs |

| Long Term Services & Supports (LTSS) | Former Foster Care | Maternity and Family Planning | Providers |

| Transitions in Coverage | Appeals | Reporting |

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1570 Grant Street
Denver, CO 80203

Helping LTSS Members through the Continuous Coverage Unwind

This resource is designed to help Case Management Agencies (CMAs) and other partners who support members receiving Long-Term Services and Supports (LTSS) understand the Health First Colorado renewal process and the end of continuous coverage.

Key questions addressed include:
- What's different about the renewal process now for LTSS (non-MAGI) members?
- How does the automatic (ex parte) renewal process work for non-MAGI populations?
- How can caregivers help their loved one with LTSS care through the process?
- How can I help someone complete the renewal process?
- Where do I direct someone for in-person help?

New Outreach to Address Procedural Denials- Update Your Address & Take Action Now Reminders

Milestones

PEAK/App push notifications begin & to-do list updated

Renewals can begin to be submitted on PEAK Combo cases

Renewal Packet Due on the 5th

LTSS members have an extra 60 days to complete renewals if needed

Members may be disenrolled if renewal is not completed

Days to Renewal	75	60	45	30	15	0	60 Day Extension	90-day Reconsideration

Notifications

COMING: Update your Address Text Message (90 days out)

Text Message & Email - It's time to Take Action on Your Renewal

Renewal Period Begins (75 days out)
- Ex-Parte: Receive NOA - mail, PEAK
- Not Auto-Renewed: Receive Renewal - mail, PEAK & App notifications

Reminder Letter Mailed

- RAEs/MCOs/CHP Renewal Reminder

NEW: MCC Outreach via phone calls begins to members who missed their renewal due date

COMING: Reconsideration Text Message (Dec 2023)

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Health First Colorado App Updates

Health First Colorado App

Downloads, September 2023

- 4,555 (Android); 5,933 (Apple)

Improvements:
- Easier to sign in & upload multiple docs
- Add a trusted person to your account
- Check the To-do list (what's needed for each person in your household to stay covered)
  - **~54k unique members** saw the To-do list in September
  - **~132k unique members** have seen it since March.
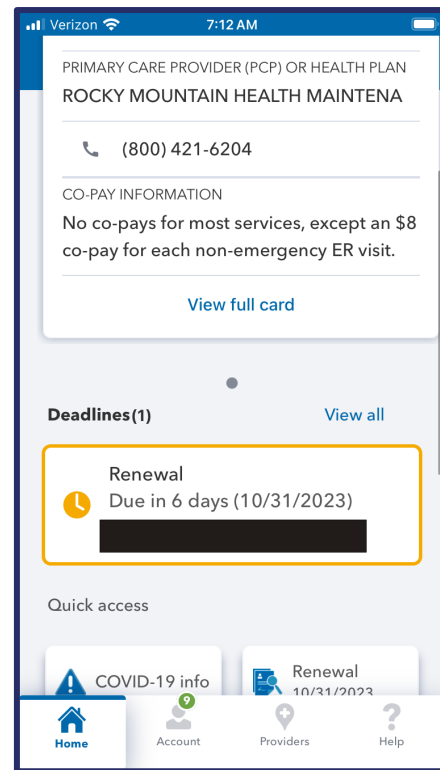
How can you help?

❖ Use the renewal messaging and materials in the toolkits:
  ➢ Add messaging about renewals in emails, newsletters and on websites
  ➢ Share social media messages and graphics
  ➢ Post flyers in public areas and hand out to members

❖ Familiarize yourself with the Partner Education Toolkit to help members who may need assistance and/or direct them to someone who can help.

❖ Check the regularly updated FAQs https://hcpf.colorado.gov/covid-19-public-health-emergency-faqs

❖ Sign up for the COVID-19 Public Health Emergency Updates Newsletter to receive important updates and new tools as they are released.

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https://hcpf.colorado.gov/covid-19-phe-planning

PEAK Updates

Mike West, HCPF

Code for America 2023
State Benefits Guide Survey

PEAK as a integrated self-service portal is best practice with 4 others States

"Our constituents expect their government to be modern, innovative, responsive, and digital."
State of Colorado Digital Government 2022 Strategic Plan

76% of all households with income less than $30,000 have a smartphone and 27% of those same households do not have broadband.
PEW 2021 Mobile Technology and Home Broadband Study

Best practice principles used to do our PEAK work

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Plain Language

What is "plain language"?
Writing in plain language means writing with your audience in mind, and making sure your message is clear, concise, and easy for them to understand. It can also mean using human-centered design principles when developing something for your audience.
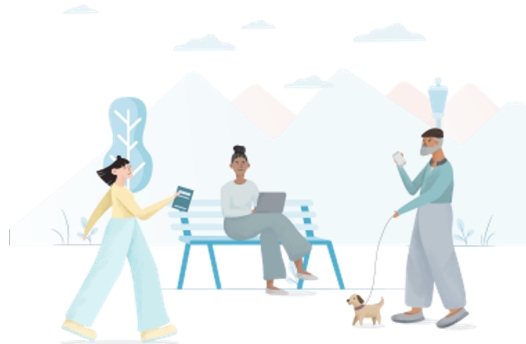
Our goal for plain language on PEAK
One of our biggest goals has been to heal and rebuild trust with PEAK users by using simplified, trauma-informed language and design.

Since October 2020 over 12,000 person hours have been dedicated to reviewing visual designs and almost all content in PEAK

PEAK has a dedicated agile workstream for Plain Language enhancements.

PEAK Google Analytics

PEAK utilization continues to increase

Google Analytics PEAK Visitors by Month

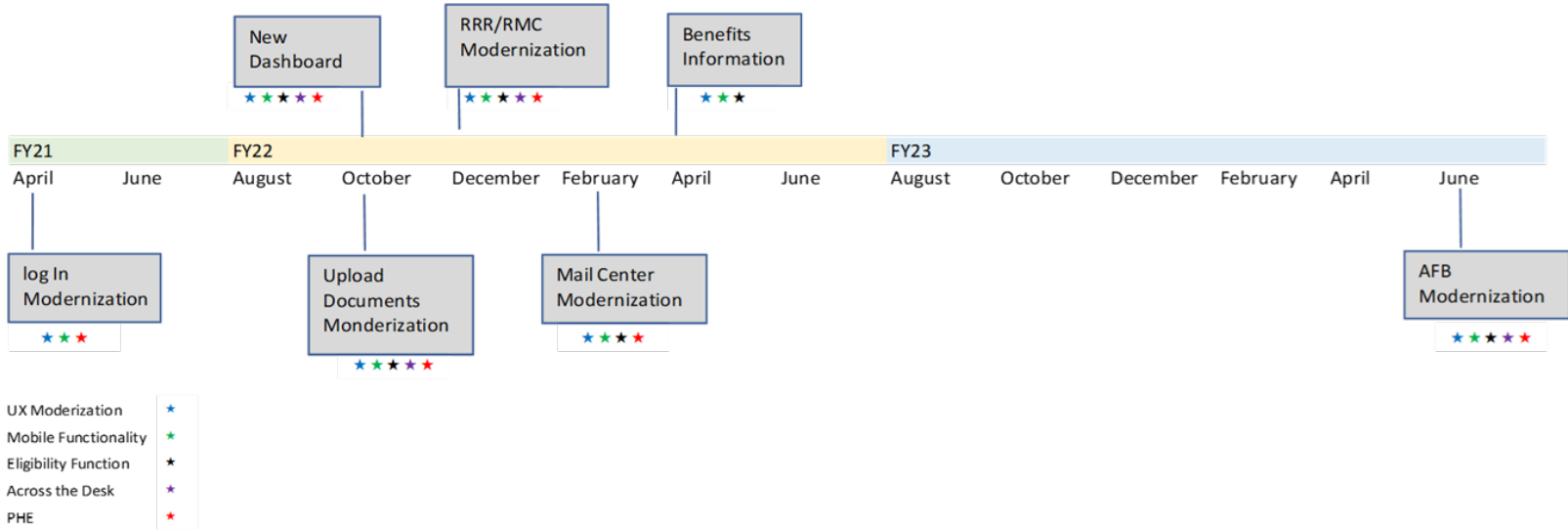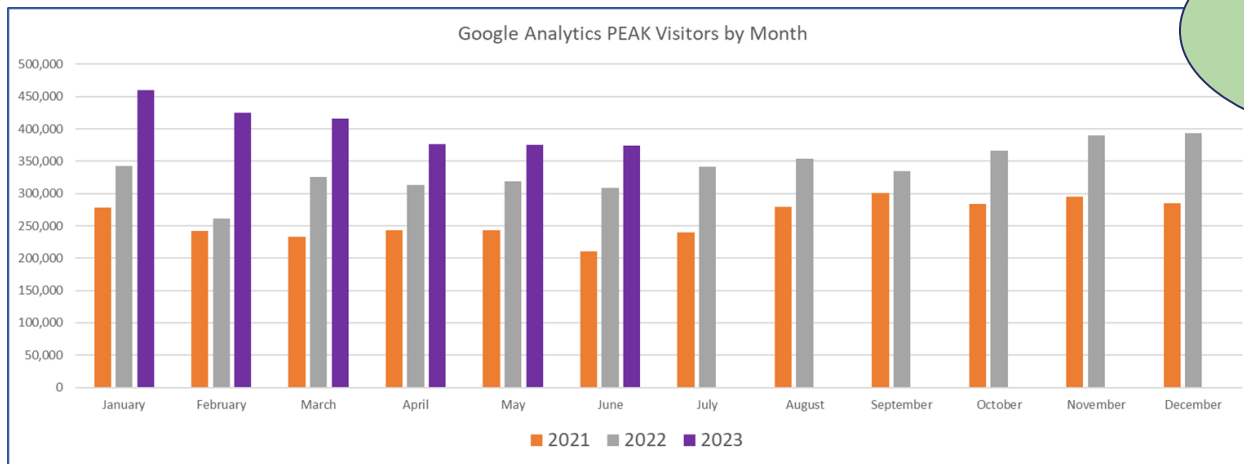| Google Analytics - Visitors to PEAK												
	January	February	March	April	May	June	July	August	September	October	November	December
2021	278,703	241,821	233,413	243,196	243,168	210,022	239,713	278,982	300,684	283,258	295,449	284,775
2022	342,733	260,803	325,518	313,269	318,868	309,060	341,003	354,288	335,070	366,575	390,392	393,538
2023	459,537	425,056	415,570	376,873	375,017	374,327						

*PEAK Google Universal Analytics ended June 2023

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What outcomes have occurred with PEAK modernization

Initial Modernization project for Log In Home page

Account lock calls decreased 99%
Password Reset calls decreased 70%
Unable to create a new account calls decreased 70%
Annualized call reduction of 8,000 calls

PEAK Mobile Visitors vs Total Visitors
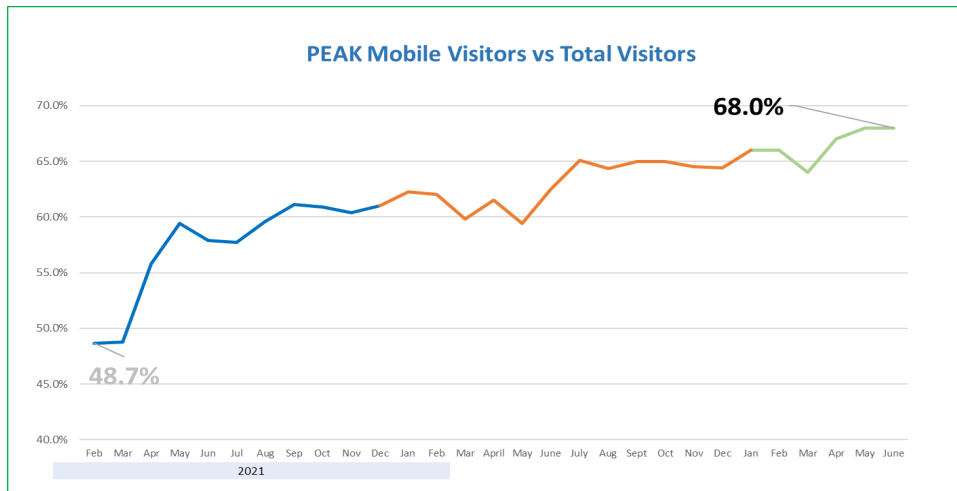
What is happening in CHATBOT - Renewal Data

	Total Chats	% of Total Chats
Sept	40044	13.1%

HealthFirst Web Site			
	Re:Apply for Benefits	Renewal Alerts	Renewal FAQ	TTL
Business Hours	170	16	141	327
Non-Business Hours	143	6	111	260
				587

PEAK			
	Re:Apply for Benefits	Renewal Alerts	Renewal FAQ	TTL
Business Hours	981	78	2037	3096
Non-Business Hours	676	47	1443	2166
				5262

- An in application CHAT feature is best practice among States
- 40% of all Chats occur outside business hours

PEAK CHATBOT Renewal Utilization

Legend: ■ # of PEAK Renewal CHATs ─ Renewal Chats as Percent of Total
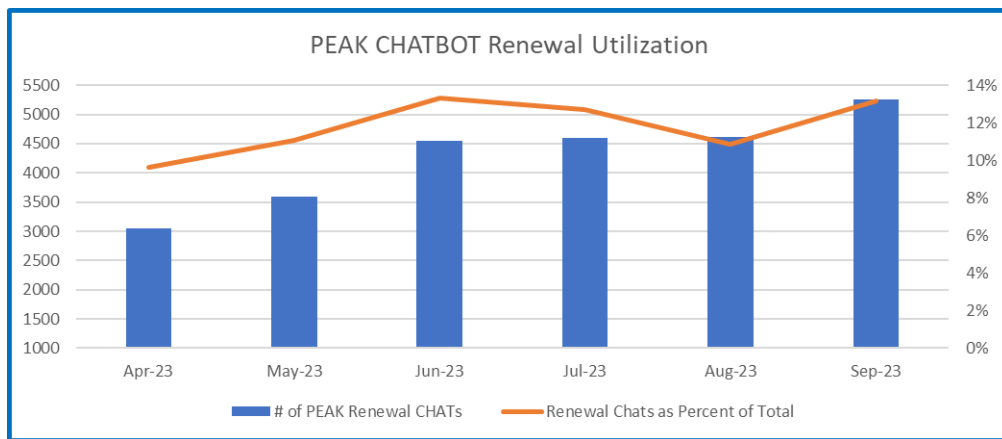
PEAK Abandoned vs Submitted

% of application type submitted
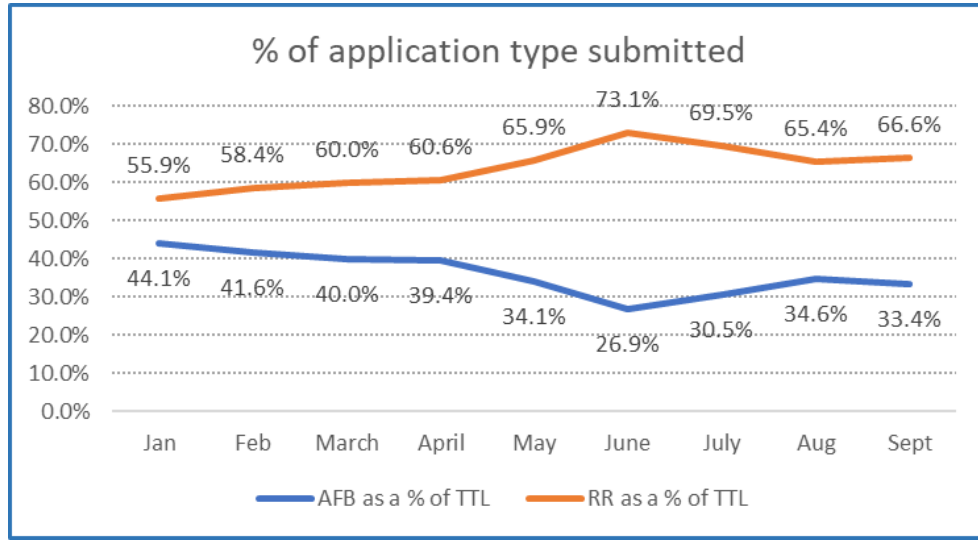
More applications are renewal applications than new applications and trending upward.

RR Module Abandoned vs Submit									
	Jan	Feb	March	April	May	June	July	Aug	Sept
RR Started	40057	33092	35507	32874	36406	39443	40408	48531	45521
RR Abandoned	9632	8098	8866	7936	8827	9896	11240	14098	13345
RR Submitted	30425	24994	26641	24938	27579	29547	29168	34433	32176

AFB Module Abandoned vs Submit									
	Jan	Feb	March	April	May	June*	July	Aug	Sept
AFB Started	43568	32513	32459	29955	28359	23310	20891	29331	26124
AFB Abandoned	19517	14714	14689	13708	14073	12412	8080	11099	9964
AFB Submitted	24051	17799	17770	16247	14286	10898	12811	18232	16160
Total Submitted Apps	54476	42793	44411	41185	41865	40445	41979	52665	48336

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PEAK Data 5 Top Reasons for Application Abandonment

5 Top Reasons to Abandon AFB		
Instructions Page AFB	4677	17%
1st page of AFB basic information	3556	13%
2nd page of AFB address	2757	10%
citizenship	2391	9%
6th page of AFB household-members	1790	7%
July and August		

- Top three categories most likely reflect end users realizing it will take some time and that they need to have information for the process. Many end users come to PEAK expecting the same experience as other applications like DoorDash etc.
- PEAK users are advised it could take 40 minutes to complete an application.

5 Top Reasons to Abandon RR		
1st Page RR	4570	18%
jobs-and-income-summary	3618	14%
address-residency-summary	2769	11%
household-bills-summary	2576	10%
medical-summary	2184	9%
July and August		

- Top three categories most likely reflect end users realizing it will take some time and that they need to have information for the process. Many end users come to PEAK expecting the same experience as other applications like DoorDash etc.

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What is happening in AFB Post Survey?

Preliminary AFB Post Survey - All Modes		
Helpful	OK	Not Helpful
4068	2289	363
60.5%	34.1%	5.4%
Mobile % of Survey Response		
53.0%		

*How was your experience applying for benefits?

Helpful   Ok   Not helpful

*How was the application completed?

Desktop/PC   Cell phone   Tablet/iPad

*Did you need help understanding or responding to questions?

Yes   No

*What is your feedback about? Choose all that apply.

Readability   Navigation   Accessibility

Instructions   Help text or "learn more"

Other

*Tell us more.

Add comments here

0/1000

Cancel   Submit feedback

94% of AFB users since 06/25/2023 tell us the new PEAK AFB module is OK or Helpful

Post application survey has a response rate of 10%

AFB abandonment rate 3 months post release vs 3 months prior to release are down 31%

PEAK will have a new user feedback loop

No comprehensive digital in application PEAK user feedback loop has existed.

Feedback on PEAK user experience has been dependent on the following:

- Community-Based organizations
- MEAC and Family Voices
- PEAK complaints through the PEAK Technical Call Center
- Program Area subject matter expert
- County feedback.

Qualtrics will be implemented in a phase approach beginning April 2023.

1. First phase will have Web based surveys and Apply for Benefits integrated and post application surveys. Code for American has agreed to work with us in an engagement free of charge to help optimize the project.
2. Second phases will be based on other functions in PEAK and the necessary data that will need to be shared between Salesforce and Qualtrics. Most like RMC/RRR will be second phase based on what we learn in phase one.

How do we prioritize enhancements from our backlog?

UX Modernization	★
Mobile Functionality	★
Eligibility Function	★
Across the Desk	★
PHE	★
Assistor Network PEAK Pro	★

What is happening in PEAK future

| PEAKPro Phase 1 Modernization ★★★ | | | |
| PEAKPro WalkMe ★★★ | PEAKPro Content Management ★★★ | PEAKPro Phase 2 Modernization ★★★ | PEAKPro Phase 3 Modernization ★★ |
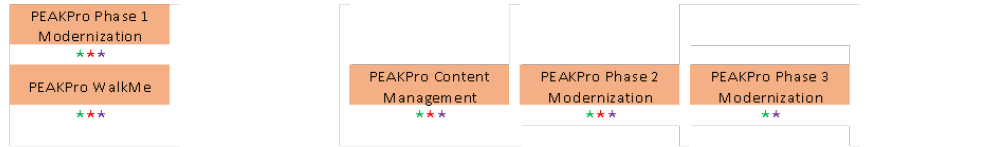
Release Schedule	FY24					
	August	October	December	February	April	June
	PEAK Communications Preferences Mailing Address ★★★ ★	Add Member Name to To-Do Card ★★★★	Duplicate Reminder Management ★★★ ★	Benefits Explorer ★★★	Qualtrics Integration ★★★★ ★	PEAK UX ASL to written language ★
		Learn More Tracking ★★★	Update 211 Integration ★★	RTD LiVE Eligibility Expansion ★	Claims Modernization ★★	Performance Monitorig risk SLA ★★
		To-do Card LTC Language ★★★★	PEAK UX Backlog Items ★★★		Interfaced Income Changes ★	Separate Eligibility/Non-Eligibility Info ★ ★
			Banner and To-Do Card Tracking ★★★			Change request Confirmation with e-mail text ★★★ ★
			Discovery Replace PDF with Interactive ★			RRR packet question reconciliation ★★★★
			Communications Preferences Mailing address ★ ★			Discovery Replace PDF with Interactive Screens ★
						Mark renewals received in CBMS

UX Modernization	★
Mobile Functionality	★
Eligibility Function	★
Across the Desk	★
PHE	★
Assistor Network PEAK Pro	★

UX backlog has > 100 items
Strategic backlog > 25 items

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Outcomes from Communications Direct Update Project Released in August?

Communications Changes Directly Updated by Week
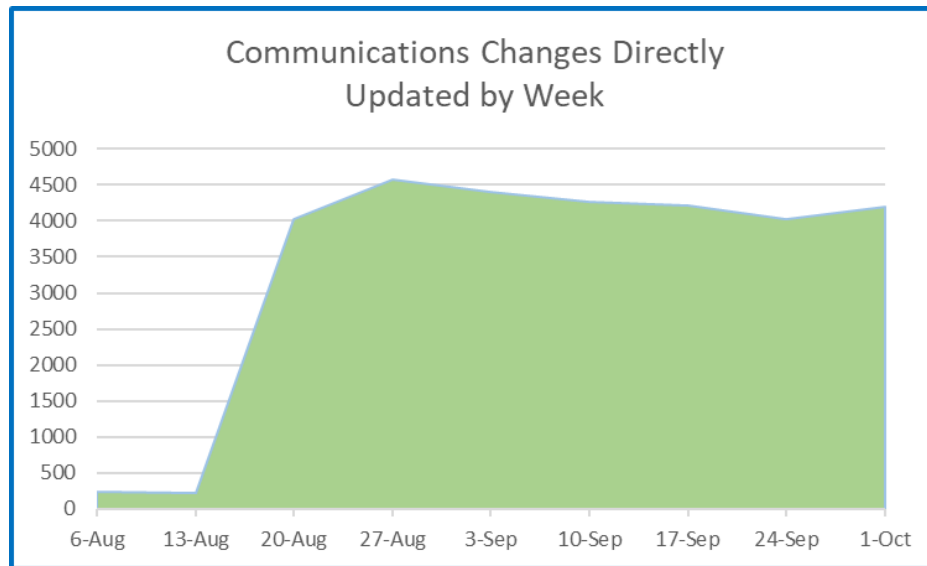
Post release tracking indicates an average of 4,254 communications preferences changes directly updating into CBMS and not displaying in PEAK Inbox for caseworker review

Poll Question:

- **Are you referring members to use PEAK for their renewal? Yes/No**

Questions?

Policy Changes & System Updates

Marivel Klueckman, HCPF

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Redesigned Renewal Packet

- Based on member and community feedback
- It's shorter- no extra blank spaces and fewer pages
- Less pages to fill in financial information.
- Blank page at the end of the packet to add more information
- Additional emphasis on signing
- Color CO seal added to envelope window to help prevent it from being mistaken for junk mail.

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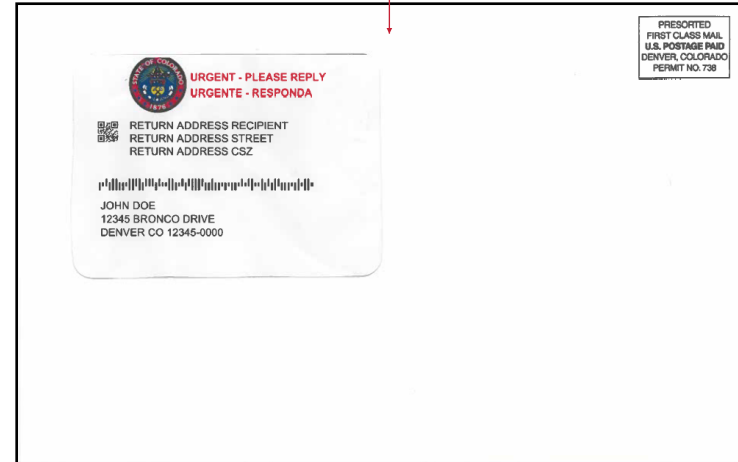
Short-term Ex Parte

- **Temporary extension for all members- new CMS guidance on ex parte at individual level**
  - This is a positive effect to the member
    - Specific to members in Medicaid or CHP+ who are determined eligible at ex parte
  - Short-term system fix was implemented in October 2023
    - New logic applied to September and October 2023 renewals and will continue until long-term fix implemented
    - Achieves compliance with federal regulations
    - Packets will be sent out at household level but approvals will occur at individual level regardless if renewal packet received or not
  - Long-term system fix down the road
    - Includes sending out renewal packets at individual level
  - RAEs outreaching members

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Short-term Ex Parte Example

Ex Parte for January 2024 Renewals

- Mom and child
- Income interface received and income at 160% FPL
- **Child "eligible" for CHP+, Mom over income** = Renewal packet mailed out for household

Renewal Packet Due

Family does not send back renewal packet

11/15/23

11/12/23

01/05/24

01/15/24

Renewal Packet Mailed

Prepopulated packet sent requesting information for both Mom and child

System automatically runs renewals

Since we identified child was eligible at ex parte, **child will be approved** for CHP+ and Mom will be terminated for failure to return the renewal packet
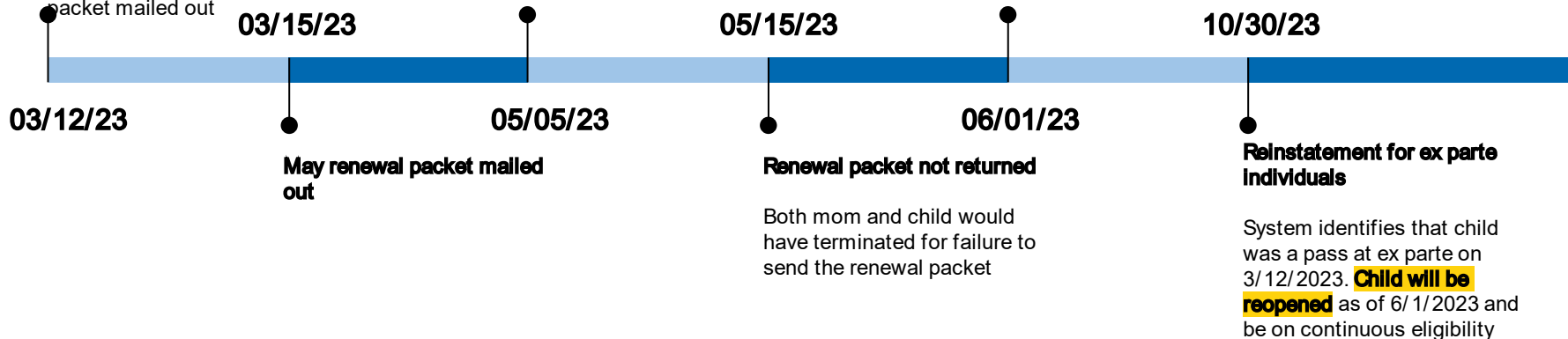
Ex Parte Reinstatement

- **Federal guidance to reinstate coverage retroactively**
  - This will apply to May, June, July, and August 2023 renewals
  - Must ensure no gap in coverage regardless if they never reapplied or reapplied and have coverage as of a new date
- **Individuals included in reinstatement**
  - Includes everyone who was eligible at ex parte but terminated for failure to return renewal packet or failure to sign the packet
  - Primarily children (Medicaid and CHP+) but also includes adults
  - Anticipate approximately 10,000 individuals to be reinstated
- **Timeline**
  - Reinstatement will occur starting Monday, 10/30 and most be completed by Friday, 11/03 (anticipate a few exceptions that need additional support)
- **Noticing**
  - Members will receive an approval letter with coverage program and new coverage dates along with reinstatement letter in same envelope

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Reinstatement Example

Ex Parte for May 2023 Renewals

- Mom and child on case
- Income verified at 160% FPL
- Mom not eligible and ==child eligible for CHP== = Renewal packet mailed out

03/15/23

May renewal packet due back

05/15/23

Benefits ended

Coverage ends, no longer eligible for services as of 06/01/2023

10/30/23

03/12/23

05/05/23

06/01/23

May renewal packet mailed out

Renewal packet not returned

Both mom and child would have terminated for failure to send the renewal packet

Reinstatement for ex parte individuals

System identifies that child was a pass at ex parte on 3/12/2023. ==Child will be reopened== as of 6/1/2023 and be on continuous eligibility

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Eligibility Updates

- **Ongoing 60-day extension for LTC members through June 2024**
  - CMS strategy that allows delay for a month, we pushed for two months
  - Additional outreach coming from the Member Contact Center
- **NEW! Implementation of Appeals Strategy During the COVID Unwind via E14 Authority as of 9/25/2023**
  - Members who file a State Fair Hearing within 60 days of their Date of Action with benefits will have continued benefits reinstated back to the closure date.
  - This appeals strategy during the unwind allows members who file their appeal within the 60 day deadline to receive continued benefits regardless of the termination date.
  - Applicable to all appeals, not just eligibility (such as benefit appeals)

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Questions?

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Data Overview

Rachel Reiter, HCPF
Lisa Pera, HCPF

Visit our Data Reporting Page

Public Health Emergency Planning

Continuous Coverage Unwind Data Reporting

The Department of Health Care Policy & Financing (HCPF) will be reporting its progress on "unwinding" the continuous coverage requirement to the federal government. HCPF will post these reports on this page and include links to this information in our monthly COVID-19 newsletter (https://visitor.r20.constantcontact.com/manage/optin?v=001HfxrbpGNWZ0lZnPp6t3PG2s9XPNl8ZvgFdjsKvSnhly8z9JmHyp6DeoLJ3saT6x0SeqRR1ub149uoXxe1ok4jTzfMSQ0BN7S5vcLiRO7gdY%3D).

Connect for Health Colorado (https://connectforhealthco.com/) will be posting state based marketplace information according to their reporting schedules.

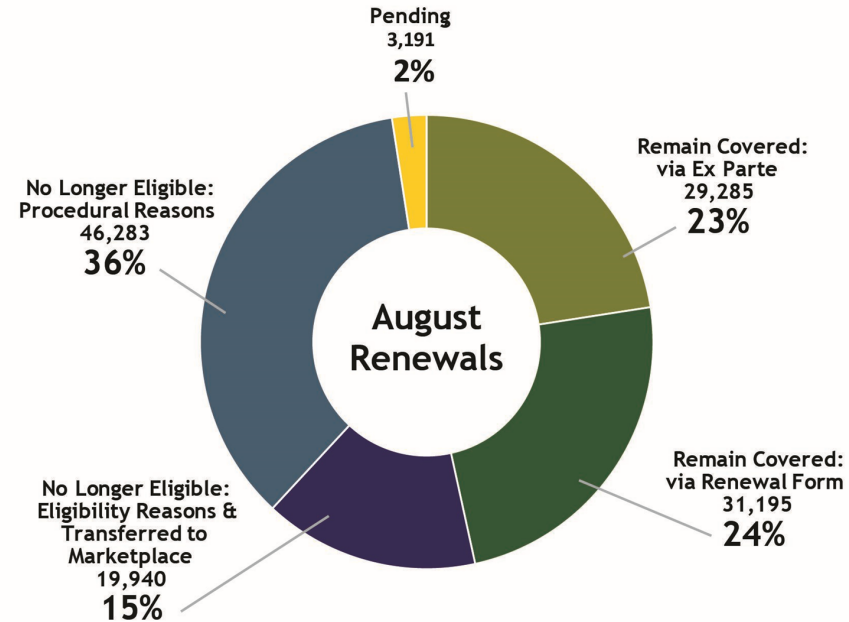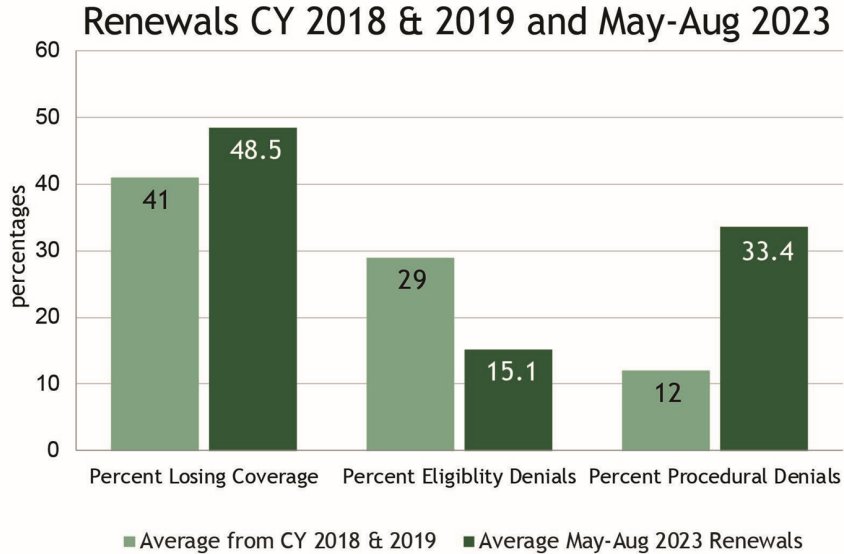### Returning to Regular Eligibility Operations

HCPF resumed the standard eligibility renewal processes beginning May 2023 for Health First Colorado (Colorado's Medicaid program) and Child Health Plan *Plus* (CHP+), beginning with March member notices. The state opted to take the full 12 months allowed by the federal government to complete renewals for all 1.75 million members, meaning we will be actively monitoring monthly renewal metrics from May 2023 until at least April 2024.

Colorado's focus is to ensure that those who qualify for our programs remain covered and those no longer eligible are connected to affordable, alternative coverage. Thank you for your vital partnership in achieving this shared goal. Visit KeepCOCovered.com (http://KeepCOCovered.com) to keep up with changing initiatives, messages and strategies you and your organization can employ, to the betterment of Coloradans, employers, providers and our economy.

To better understand the results of the unwind data report, we looked at history. As you may know, members losing eligibility for Health First Colorado or CHP+ during the renewal process is part of regular eligibility operations. Members will enroll and be disenrolled from Health First Colorado or CHP+ due to changes in their life circumstances, like losing a job.

- Historical context from pre-pandemic renewals
- Monthly point in time data reports
- Links to the slides from this webinar with demographic breakouts
- Overview of reporting elements and what they mean
- FAQs and more…

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Four Months of Renewals

Renewals CY 2018 & 2019 and May-Aug 2023

Bar chart showing percentages:

	Average from CY 2018 & 2019	Average May-Aug 2023 Renewals
Percent Losing Coverage	41	48.5
Percent Eligiblity Denials	29	15.1
Percent Procedural Denials	12	33.4

August Renewals

- Pending 3,191 — 2%
- Remain Covered: via Ex Parte 29,285 — 23%
- Remain Covered: via Renewal Form 31,195 — 24%
- No Longer Eligible: Eligibility Reasons & Transferred to Marketplace 19,940 — 15%
- No Longer Eligible: Procedural Reasons 46,283 — 36%

Based on pre-pandemic data, on average about half of those losing coverage become eligible for Medicaid again within two years.

Point in Time Monthly Data Does NOT tell the whole story many complete renewal during 90 Day Reconsideration Period

	Original and 30 days post-renewal* 6/26/2023	60 days post-renewal 7/27/2023	90 days post-renewal 9/4/2023	May national unwind Average	Pre-pandemic CO average
Renewed	*56%	59%	60%	42.1%	57%
No longer eligible	42%	40%	39%	37.6%	42%
Ineligible, refer to C4H	16%	17%	17%	8.6%	29%
Procedural Denials	26%*	23%	22%	29.0%	12%
Pending	2%	1%	1%	20.3%	1%

September Renewal Data

Colorado implemented two projects that have impacted the September Unwind Data.
1) A 60-day extension for Long Term Care members
2) Ex parte temporary extension until a short-term fix was implemented mid-October 2023.

These two projects resulted in an **increase in pending renewals** and a **decrease in procedural terminations**.
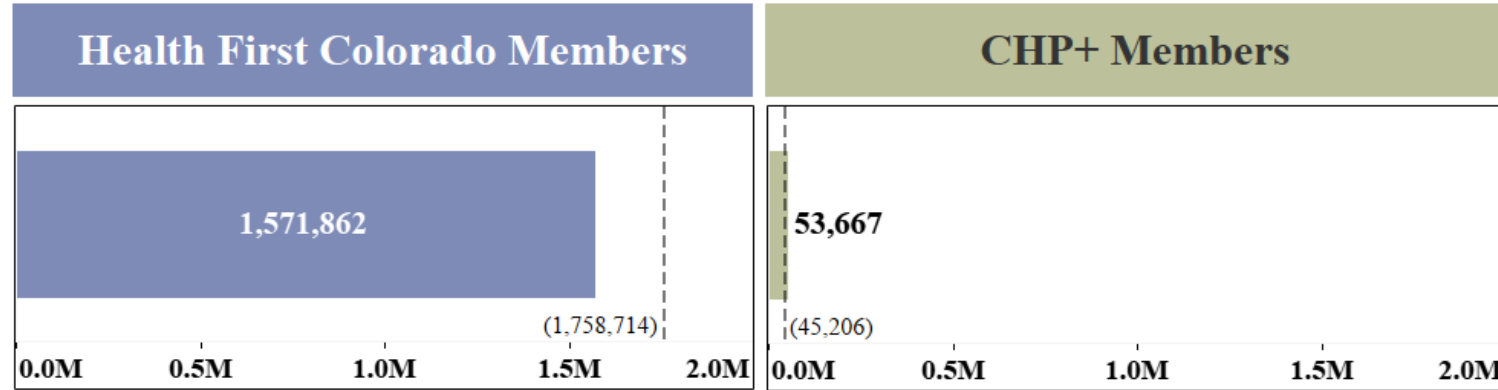
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Data Overview: Overall Enrollment

Overall Enrollment

September 2023 Enrollment
(Reference Lines = May 2023 Baseline)

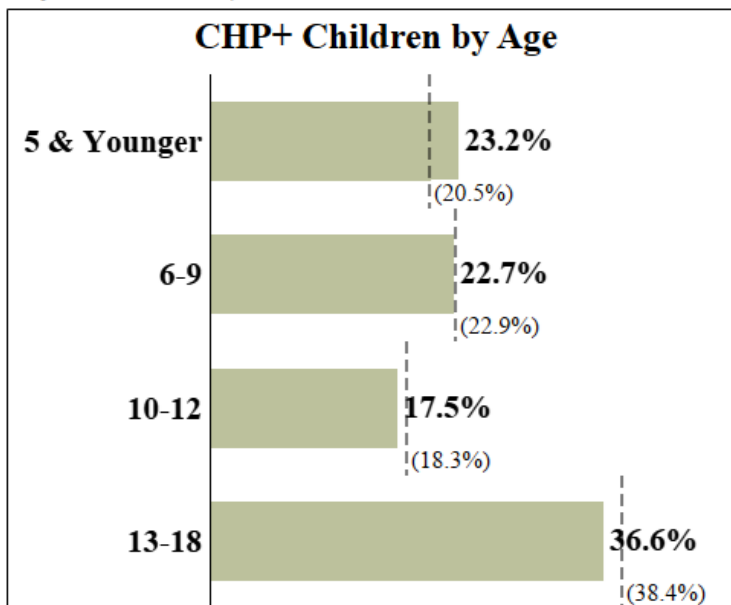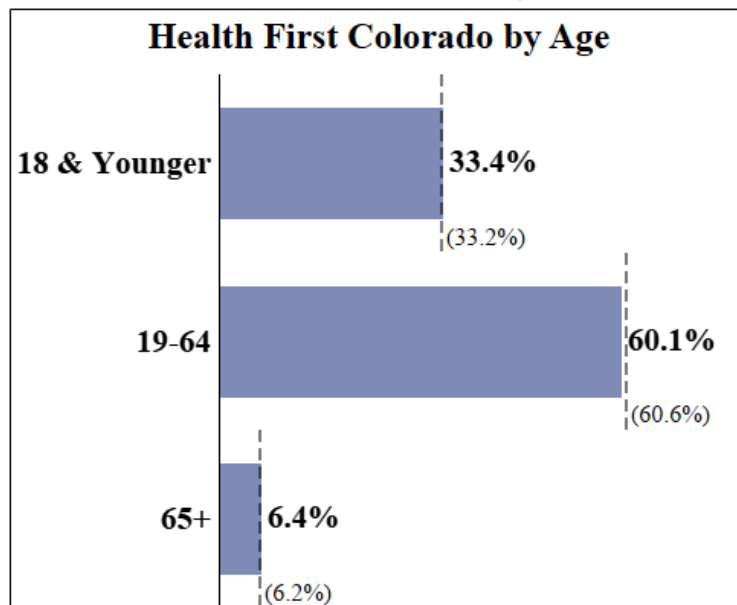| Health First Colorado Members	CHP+ Members

Health First Colorado Members

1,571,862

(1,758,714)

0.0M   0.5M   1.0M   1.5M   2.0M

CHP+ Members

53,667

(45,206)

0.0M   0.5M   1.0M   1.5M   2.0M

NOTE: Total enrollment is the net enrollment, includes those rolling off coverage, NEW applications and those who have regained coverage by completing renewals after deadline but during the 90 day reconsideration period.

Enrollment by Age
Distributions Remain Consistent
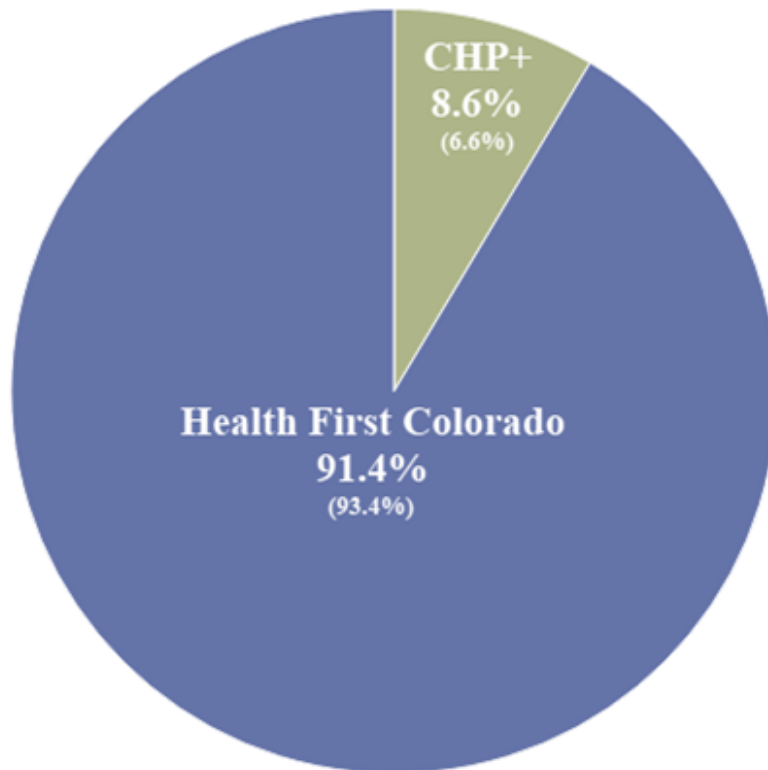
September 2023 Enrollment
(Reference Lines = May 2023 Baseline)

Health First Colorado by Age

Age	Percent	(Baseline)
18 & Younger	33.4%	(33.2%)
19-64	60.1%	(60.6%)
65+	6.4%	(6.2%)

CHP+ Children by Age

Age	Percent	(Baseline)
5 & Younger	23.2%	(20.5%)
6-9	22.7%	(22.9%)
10-12	17.5%	(18.3%)
13-18	36.6%	(38.4%)

Kids Enrollment: Proportion of coverage on CHP+ up 2%, Medicaid down same

September 2023 Enrollment
(Reference Lines = May 2023 Baseline)

CHP+
8.6%
(6.6%)

Health First Colorado
91.4%
(93.4%)

Racial Composition - Distributions Remain Consistent

September 2023 Enrollment
(Reference Lines = May 2023 Baseline)

Health First Colorado Members by Race

Race	September 2023	(May 2023 Baseline)
White/Caucasian	40.0%	(40.0%)
Hispanic/Latino	32.1%	(31.7%)
Black/African American	7.0%	(6.9%)
Asian	2.6%	(2.5%)
American Indian/Alaska Native	0.9%	(0.9%)
Native Hawaiian/Other Pacific Islander	0.4%	(0.4%)
Other People of Color	5.3%	(5.2%)
Other/Unknown	4.7%	(5.0%)
Not Provided	7.1%	(7.4%)

CHP+ Members by Race

Race	September 2023	(May 2023 Baseline)
White/Caucasian	32.9%	(33.8%)
Hispanic/Latino	36.8%	(33.3%)
Black/African American	4.5%	(3.7%)
Asian	2.6%	(2.7%)
American Indian/Alaska Native	0.5%	(0.5%)
Native Hawaiian/Other Pacific Islander	0.3%	(0.3%)
Other People of Color	6.0%	(5.4%)
Other/Unknown	6.8%	(8.4%)
Not Provided	9.6%	(11.9%)

Data Overview: Snapshot in Time of May 2023 - August 2023 Cumulative Renewals

Lisa Pera, HCPF

May 2023 - August 2023 Cumulative: Renewed by Race

Race	Remain Covered - Ex Parte	Remain Covered - Not Ex Parte	No Longer Eligible - Non Procedural	No Longer Eligible - Procedural	Before Renewals (Enrollment May 2023)
American Indian/Alaska Native	1.0%	0.8%	0.8%	0.9%	0.9%
Asian	2.1%	3.0%	2.6%	2.6%	2.5%
Black/African American	7.8%	6.3%	6.4%	6.7%	6.9%
Hispanic/Latino	30.9%	35.0%	33.6%	31.8%	31.7%
Native Hawaiian/Other Pacific Island..	0.3%	0.3%	0.4%	0.5%	0.4%
Not Provided	6.5%	4.7%	6.1%	7.6%	7.4%
Other People of Color	5.5%	5.6%	4.7%	4.7%	5.2%
Other/Unknown Race	5.5%	4.5%	5.1%	5.8%	5.0%
White/Caucasian	40.3%	39.7%	40.3%	39.4%	40.0%

May 2023 - August 2023 Cumulative: Renewals by Age

Before Renewals: 65+ 6.2% 19-64 60.6% 18 and under 33.2%

Category	65+	19-64	18 and under
Remain Covered - Ex Parte		65.9%	32.2%
Remain Covered - Not Ex Parte	9.0%	43.3%	47.8%
No Longer Eligible - Non Procedural		69.0%	24.6%
No Longer Eligible - Procedural	6.6%	55.5%	37.9%

Age
- 18 and under
- 19 to 64
- 65+

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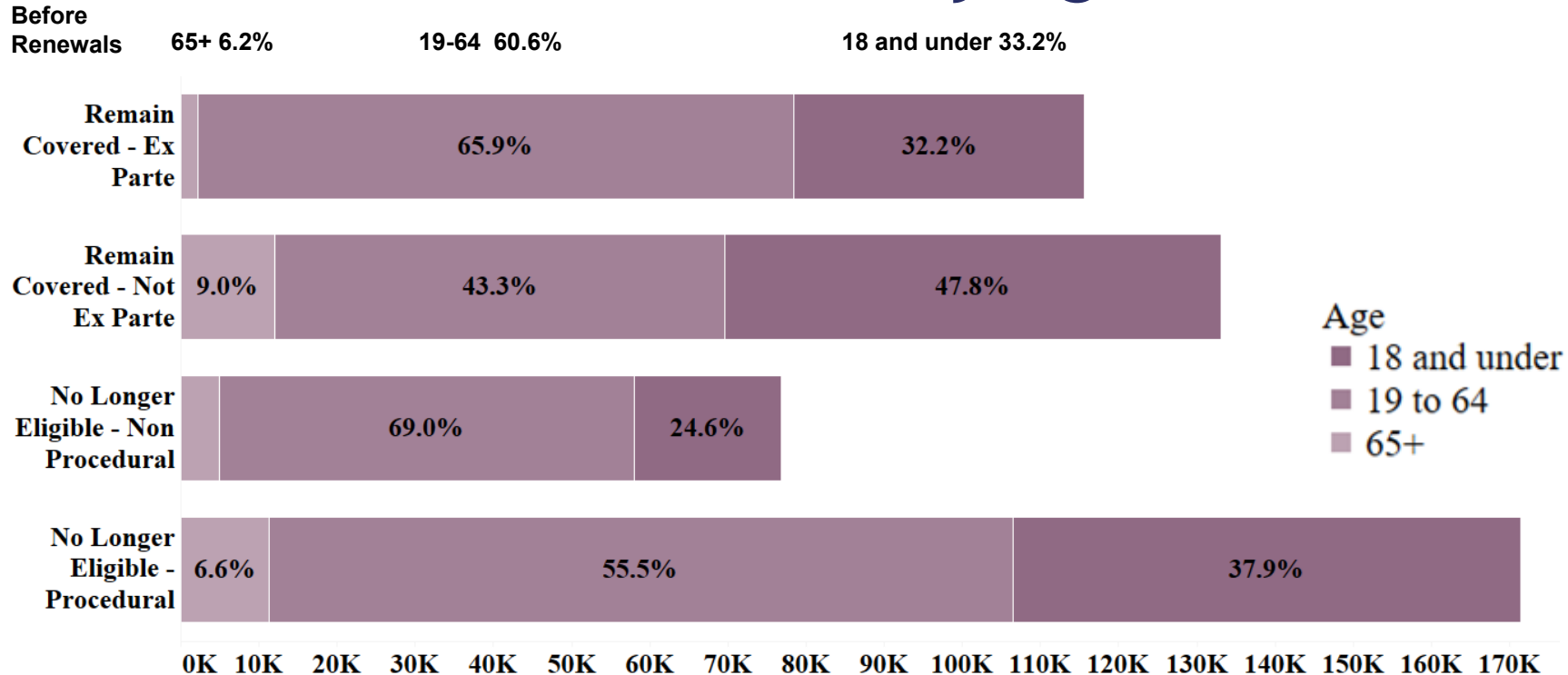
Data Thus Far - Key Take Aways

- We are not seeing disparities among groups when looking at baseline and post renewal data (thru August) thus far - will keep watching this closely
- Colorado's strong economy could mean more have employer sponsored or other coverage
- September and October cohort renewals will be abnormal given recent policy changes & reinstatements, data should normalize in November cohort

Questions?
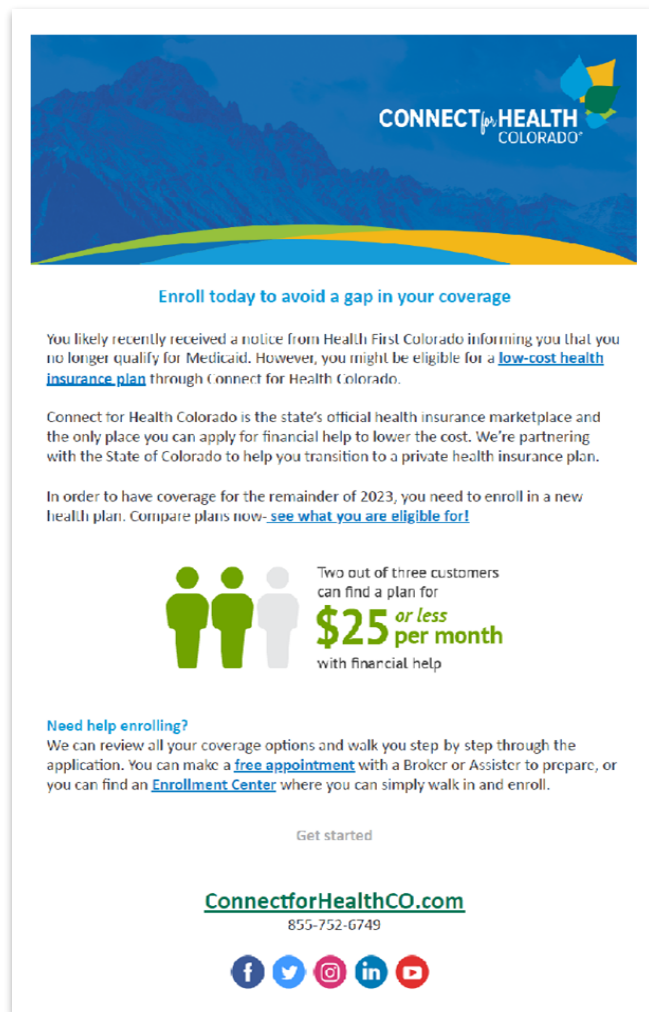
Supporting Transitions in Coverage

Jessica Smith, Connect for Health CO

Connect for Health Colorado Emails to Potential Customers

Example from last Open Enrollment

ConnectforHealthCO.com

Colorful, eye-catching and friendly branding

Simple language and short emails

Links and graphics to learn more and get help

Ongoing activities to support awareness

Direct Outreach

- *Notice of Action:* Sent by HCPF
- *Joint Letter:* From HCPF and C4 to customers who prefer mail
- *Email marketing*: 1 email sent to everyone with an email address
- *Outbound calls*: Prioritize those without emails
- *Follow-up calls*: Customers who started an application and haven't completed the process

Indirect Outreach

- *Social media:* Utilizing messages from the HCPF toolkit each week

- *Earned media*: Pre-Unwind activities as well as additional press activities in May/ June

- *Stakeholder Newsletters*: Shared with existing lists across the state (ex DHS, with a 10,000 member list)

- *HCPF PSA campaign* - Running through End of Year

CONNECT *for* HEALTH
COLORADO®

Medicaid to Marketplace Bridge Update

Month	May	June	July	August
Individuals on Lists from HCPF (excluding those repeated on future lists)	7,450	12,713	8,700	14,214
Total Emails Sent	**3,476**	**6,063**	**4,836**	**7,246**
Open Rate	53%	51%	49%	30%
Click Rate	7%	6%	4%	4%
Total Calls Made	**1,787**	**2,724**	**771**	**923**
Talked to Someone	209	221	91	69
Left Voice Mail	1,149	1,830	458	641
Unable to Leave Voice Mails	429	673	222	213

CONNECT for HEALTH COLORADO

Questions?

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Thank You!

Appendix - More Data

What counties are in each region?

Denver Metro counties include: Adams, Arapahoe, Broomfield, Denver and Jefferson.

Urban counties include: Boulder, Douglas, Eagle, El Paso, Garfield, La Plata, Larimer, Mesa, Pueblo and Weld
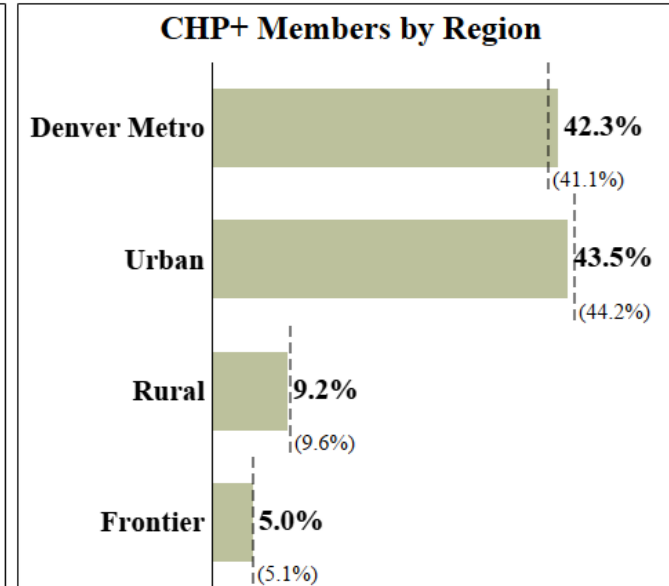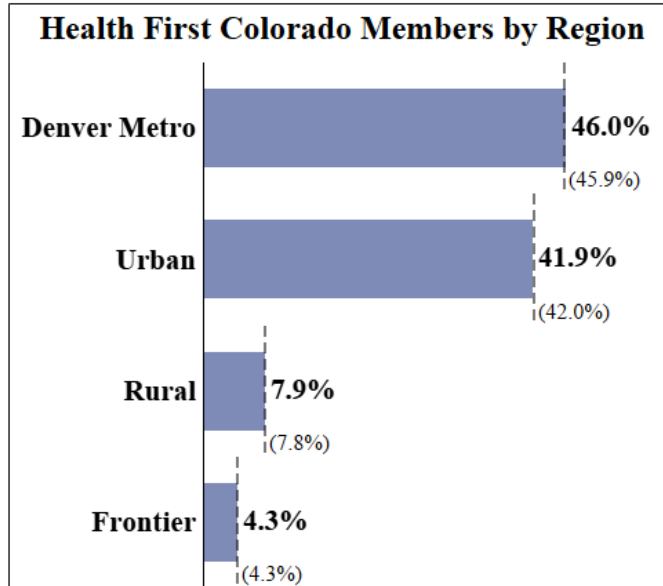
Rural counties include: Alamosa, Chaffee, Clear Creek, Delta, Elbert, Fremont, Gilpin, Lake, Logan, Montezuma, Montrose, Morgan, Otero, Pitkin, Rio Grande, Routt, Summit, Teller

Frontier counties include: Archuleta, Baca, Bent, Cheyenne, Conejos, Costilla, Crowley, Custer, Dolores, Grand, Gunnison, Hinsdale, Huerfano, Jackson, Kiowa, Kit Carson, Las Animas, Lincoln, Mineral, Moffat, Ouray, Park, Phillips, Prowers, Rio, Blanco, Saguache, San Juan, San Miguel, Sedgwick, Washington, Yuma

Overall Enrollment: Regional Composition

September 2023 Enrollment
(Reference Lines = May 2023 Baseline)

Health First Colorado Members by Region

- Denver Metro: **46.0%** (45.9%)
- Urban: **41.9%** (42.0%)
- Rural: **7.9%** (7.8%)
- Frontier: **4.3%** (4.3%)

CHP+ Members by Region

- Denver Metro: **42.3%** (41.1%)
- Urban: **43.5%** (44.2%)
- Rural: **9.2%** (9.6%)
- Frontier: **5.0%** (5.1%)

May 2023 - August 2023 Cumulative: Renewals by Region

Before Renewals

Urban/Metro 87.9%   Rural 7.8%   Frontier 4.3%

Remain Covered - Ex Parte: 89.8% | 6.5%

Remain Covered - Not Ex Parte: 86.4% | 8.7%

No Longer Eligible - Non Procedural: 86.4% | 9.0%

No Longer Eligible - Procedural: 88.8% | 7.3% | 3.9%

Region
- ■ Frontier
- ■ Rural
- ■ Urban

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K 120K 130K 140K 150K 160K 170K