

## Enrollment Center Program Announcement – Request for Applications

**Overview:** Connect for Health Colorado® is requesting applications from certified partners to operate Enrollment Centers across the state. Enrollment Centers focus on helping individuals and families apply for Advance Premium Tax Credit (APTC) and enrolling in qualified health plans (QHPs). These centers provide walk-in help for customers at different times throughout the week. No appointment is necessary, though one can be scheduled. Enrollment Centers help Connect for Health Colorado reach Many of our strategic goals, including:

- Improving access to coverage in rural areas
- Maximizing the number of customers who shop and enroll and apply for available financial help, and
- Improving the ability of customers to attain and retain the right coverage for their needs.

Applications must be received by **July 31, 2018**. Questions about the application process should be sent to [ECTeam@c4hco.com](mailto:ECTeam@c4hco.com).

### **Connect for Health Colorado will support selected applicants with:**

- Matching funds for Enrollment Center marketing plan
- Listing on the Get Help page which is heavily leveraged in paid media
- Listings on our website's Events page
- Enhancing customer service supports through the Customer Service Center and Medical Assistance (MA) Site
- Connecting to community resources
- Accessing dedicated Connect for Health Colorado staff support

### **Selected applicants will be required to:**

- Maintain and staff a co-branded Enrollment Center for the contract period
- Provide the infrastructure that allows for application and enrollment including ADA accessible space, high speed internet access with compatible browser, phone lines, and computers
- Help walk-in and scheduled customers with 'no wrong door'
- Represent all products sold on the Marketplace
- Submit bi-weekly reporting during the Open Enrollment Period (OEP)

**Who May Apply:** Applications will be considered from certified brokers and certified Assistance Network partners. For broker agencies the application should be submitted by a broker holding the agency business license and authorized to sign on behalf of the agency.

**Timeline:** The deadline for applications is **July 31, 2018**. Live webinars are scheduled to help guide applicants through the application process. Questions about the application process can be sent to [ECTeam@c4hco.com](mailto:ECTeam@c4hco.com).

June 15	Release Request for Applications
June 18, 19, 27	Webinars and Q&A
July 31	Application deadline
August	Review applications
August 24	Notify selected applicants
September 1	Begin contract period

#### **Webinars**

##### ***Monday, June 18, 2018 at 1:00PM***

Join from PC, Mac, iOS or Android: <https://meetings.ringcentral.com/j/1481817223>

Or iPhone one-tap:

+1(773)2319226,,1481817223#

Or Telephone:

Dial: +1 (773) 231 9226

Meeting ID: 148 181 7223

##### ***Tuesday, June 19, 2018 at 11:00AM***

Join from PC, Mac, iOS or Android: <https://meetings.ringcentral.com/j/1485549293>

Or iPhone one-tap:

+1(773)2319226,,1485549293#

Or Telephone:

Dial: +1 (773) 231 9226

Meeting ID: 148 554 9293

##### ***Wednesday, June 27, 2018 at 10:00AM***

Join from PC, Mac, iOS or Android: <https://meetings.ringcentral.com/j/1490415196>

Or iPhone one-tap:

+1(773)2319226,,1490415196#

Or Telephone:

Dial: +1 (773) 231 9226

Meeting ID: 149 041 5196

**How to Apply:** Certified partners must use the Enrollment Center Application. Submit completed applications, as well as required pictures, no later than July 31, 2018, to [ECTeam@c4hco.com](mailto:ECTeam@c4hco.com).

Applicants are asked to demonstrate how their proposed Enrollment Center will provide access for customers, how they will support customers, and how they will target market segments for support including rural populations, people eligible for tax credits but uninsured, and people eligible for tax credits who are currently enrolled in the individual market outside the Marketplace.

Matching funds are available to support marketing plans for selected applicants. These funds will be paid directly to the marketing agency; no funds will be provided directly to the Enrollment Center. For example, an Enrollment Center contributes \$2,000 to a collaborative media campaign. Connect for Health Colorado matches the \$2,000 for a total budget of \$4,000. Promotional items, digital media, and social media will not be considered for matching funds. Selected applicants should anticipate collaborating with Connect for Health Colorado Marketing team and vendors during the month of September.

Connect for Health Colorado will implement a high-level, broad marketing plan that directs customers to the website and in-person help. The plan relies heavily on statewide paid digital media and paid search and includes radio in select metro areas. Print advertising and sponsorships in rural areas is also being planned. Local businesses know best about what works in their geographic regions in terms of marketing and advertising. Applicants are asked to submit a marketing plan that is tailored to the target populations in their area, using the messages and means that has local impact. This on-the-ground outreach is the perfect complement to the Connect for Health Colorado broad, high-level marketing efforts.

Examples of marketing materials and media that could be supported with matching funds include:

- Co-branded signage: High quality signage designed to direct customers to Enrollment Centers for help with Marketplace insurance
- Co- branded local radio advertising with your organization as a call to action
- Co-branded local print advertising with your organization as a call to action
- Co-branded local sponsorships
- Co-branded direct mail

If selected, marketing activities will be coordinated through Connect for Health Colorado to ensure branding, reduce duplication and leverage economies of scale where activities are already planned.

### **Market Research Resources**

2017 Open Enrollment Report – this report breaks down some of the results from the last open enrollment period including enrollments and average tax credit by county

Customer Focus Group – this May 2018 project used focus groups to understand the mindset of people eligible for tax credits but buy health insurance outside the Marketplace

2017 Colorado Health Access Survey – this report published by the Colorado Health Institute may also be useful in determining market segments likely to need support

Assistance Site and Certified Application Counselor list

Department of Health Care Policy and Financing Application Assistance Mapping Tool – this map can be used to find support for Health First Colorado applicants

### **Selection Criteria:**

Through targeted outreach, an extensive state-wide network of partners, and customer decision support tools, Connect for Health Colorado continuously strives to increase the ways in which customers are reached. Enrollment Centers have been a valuable resource to customers looking for personalized support with health insurance. With a ‘no wrong door’ policy, Enrollment Centers help anyone seeking coverage, regardless of income, find a plan that works best for their budget and life circumstances. Collaboration with other certified partners and organizations contracted with Health Care Policy and Financing as Medical Assistance Sites or Certified Application Assistance Sites is highly encouraged to maximize the impact of Enrollment Centers. During the review process Connect for Health Colorado may contact applicants to clarify responses or ask for additional information.

Applicants will be selected based on demonstration of:

#### **Customer Access**

- Storefront location with visibility and ease of access for customers
- Walk-in and scheduled availability
- Ability to support customers in rural areas

#### **Customer Experience**

- Ability to provide a cross-section of support including
  - mixed household enrollment
  - warm hand-offs for Health First Colorado households and other community resources

- Reach to current and new target market segments
- Adeptness with the financial application and problem resolution

### **Business Strategy**

- Grassroots/local marketing plan tailored to target market segments
- Plan for collaboration with Marketplace open enrollment events
- Staffing plan
- Plan to collect information for reporting
- Collaborative and constructive relationships with:
  - Connect for Health Colorado
  - Certified Assistance Network partners and brokers
  - County Departments of Human Services
  - Organizations supporting low-income Coloradans

### **Reporting Elements:**

Enrollment Centers will be asked to submit online reports on a bi-weekly basis during open enrollment. This will help track successes and gaps with time to pivot strategies if necessary.

Criteria under consideration for reporting include:

- Number of lives enrolled in QHP
- Number of lives enrolled with APTC
- Number of lives enrolled in Health First Colorado
- Number of cases resolved by the Customer Service Center or MA Site
- Number of cases not resolved by the Customer Service Center or MA Site
- Referral sources

### **Deadline:**

The deadline for submitting completed applications, including required pictures, is July 31, 2018. Applications must be submitted to [ECTeam@c4hco.com](mailto:ECTeam@c4hco.com). Upon verification of receipt of all application elements, the applicant will receive a reply email acknowledging the submission. During the review process, Connect for Health Colorado may reach out to applicants to clarify responses or ask for more information. Selected applicants will be notified by phone and email contact.