

## Connect for Health Colorado® Enrollment Center Request for Applications Frequently Asked Questions *June 2018*

**Q:** If I have been an Enrollment Center in the past, do I need to complete the application?

**A:** Yes. Please review the Enrollment Center Program Announcement on our website [here](#), and complete the application.

**Q:** I was not able to attend the webinar for potential applicants. Is there a recording?

**A:** Yes. If you would like a copy of the webinar materials or recording, please email [ECTeam@C4HCO.com](mailto:ECTeam@C4HCO.com).

**Q:** Are Enrollment Centers expected to provide resources to Medicare enrollees?

**A:** Enrollment Centers will be expected to engage customers with “no wrong door.” This means that any customer, no matter their income or eligibility, should be assisted with the next step for coverage. If the Enrollment Center is not able to provide the guidance themselves, they should have established relationships with warm handoff partners who can provide the support and should have a process in place to make sure customers received the expected help.

**Q:** Will Enrollment Centers get paid?

**A:** For this contract cycle, Enrollment Centers are eligible for up to \$5,000 in matching funds for coordinated marketing plans only. Matching funds will be paid directly to the marketing vendor by Connect for Health Colorado and the Enrollment Center.

**Q:** If there is no compensation, is being an Enrollment Center a charitable contribution?

**A:** Being an Enrollment Center will increase business to your agency/organization. Check with a tax advisor for operating cost tax treatment. Connect for Health Colorado will not be receiving any payments from Enrollment Centers.

**Q:** Where have past Enrollment Centers been successful and what makes an Enrollment Center work well?

**A:** Enrollment Centers have been successful in rural and urban market settings statewide. The key seems to be researching a target audience and dedicating promotion to that audience. Some of the characteristics that have led to success are visibility to customers, hours that make sense to the area’s customers, commitment to educate and follow through with customers, ability to answer calls as they come in, and deep knowledge of financial help available and the health insurance market. While some Enrollment Centers have said that a retail center storefront attracts customers while they are running errands and shopping, others have said that a professional office setting has led to success.

**Q:** Where are there potential growth customer bases that have not yet been reached?

**A:** Please review the target market audience resources in the [Enrollment Center Program Announcement](#). Customers in urban and rural settings who are likely eligible for Premium Tax Credit but who remain uninsured may need education, assistance and/or advice to get insured. Our [2017 Open Enrollment Report](#) and the [2017 Colorado Health Access Survey](#) from the Colorado Health Institute (2018 report coming soon) can show you some geographic areas and demographics for new customers. [This report](#) can provide you with insight into potential customers who are currently buying outside the Marketplace but would likely benefit from Premium Tax Credit. Please email [ECTeam@C4HCO.com](mailto:ECTeam@C4HCO.com) for more information or questions about potential target markets.

**Q:** I do not know the costs for my planned marketing yet. How do I complete the marketing plan section?

**A:** Please add your ideas for grassroots marketing and your budget. Do your best to gather estimates in advance. We will work with selected applicants and our marketing vendor to develop final costs and budgets.

**Q:** We have success with digital media to attract business during open enrollment. Should we coordinate this with the Connect for Health Colorado Marketing team?

**A:** In this first year of collaboration for paid marketing Connect for Health Colorado will not be matching funds for digital or social media. However, you can coordinate your approach with our Marketing team. Please contact [Outreach@C4HCO.com](mailto:Outreach@C4HCO.com) for this coordination.

**Q:** Are sign spinners and inflatable advertising signs considered for matching funds?

**A:** Yes! Feel free to get creative. Please submit any ideas for marketing and promotion of your Enrollment Center, other than promotional products, digital media, or social media. Consider other ideas like a direct mail postcard, a bill board in your area, local contests, etc....

**Q:** Can I ask for marketing match for things like sponsoring golf tournaments, farmer's markets, community events, and collaborative projects?

**A:** Please include any and all creative proposals for reaching local markets. We are excited to learn from our local experts about how to best target new customers.

**Q:** What are the dates for the Open Enrollment Period?

**A:** The Division of Insurance is responsible for setting these dates. We currently anticipate that Colorado will extend the Open Enrollment Period until mid-January. Please project resources for this timeframe.

**Q:** What is the average fee brokers will be charging customers?

**A:** The Division of Insurance is in the process of rulemaking about broker fees. Check our website [here](#) and the [Division of Insurance](#) for more information.

**Q:** Will Connect for Health Colorado limit Enrollment Centers from charging a fee?

**A:** The Division of Insurance is in the process of rulemaking about broker fees. Check our website [here](#) and the [Division of Insurance](#) for more information. We will be following the guidance from the Division of Insurance.