



Department of Housing & Human Services

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Date: March 22, 2024
To: Susan Caskey, Director, Housing and Human Services
From: Dale Whyte, Program Coordinator, Health Coverage Enrollment Center
Darlene Bushue, Unit Manager, Employment & Financial Opportunities Unit
Subject: Grant Application Renewal Request: Connect for Health Colorado (C4HCO) Boulder County Health Coverage Enrollment Center (HCEC)

Grant Application Details:

Funder: Connect for Health Colorado

Amount: Requesting \$299,999 (Letter of Intent includes additional 50K Supplemental funding to follow)

Time Period: July 1, 2024 – June 30, 2025

Application Due Date: April 10, 2024

Background:

Since the implementation of the Affordable Care Act in 2012, and beginning in 2013 this program has been designed to ensure that Boulder County residents have education about, and access to, affordable health coverage - whether public or private. Working in partnership with Connect for Health Colorado (C4HCO), and the HHS EFO division, this team provides free, unbiased health coverage education, navigation, and enrollment in qualified private health insurance plans (QHP), Health First Colorado (Colorado's Medicaid program), and Child Health Plan *Plus*, with the goal of maintaining Boulder County's 97% insured rate and strengthening health insurance literacy and use.

It is of note that Boulder County's Enrollment Center has some of the strongest performance in the state and has the largest client base.

The HCEC team is shifting from its current structure of one FTE Manager, two FTE Health Coverage Guides, and one 9-month and one 3-month Health Coverage Guide to:

- 1 bilingual FT Term Manager who will also serve as a Health Coverage Guide
- 2 bilingual FT Term Health Coverage Guides
- 1 Part-time Hourly Health Coverage Guide

Grant Application Budget and Funding:

C4HCO works on a 2-year grant cycle with a renewal occurring at the 1-year point. This is the initial application for a 2-year grant cycle. Connect for Health Colorado provided a Letter of Intent to fund the HCEC at the requested amount with an additional 50K Supplemental award in SFY Q1.

BOCO Budget Expense Totals:

Funding Sources Totals = \$378,318:

- Medicaid Reimbursement = \$78,319
- C4HCO Primary Grant = \$249,999
- Supplemental Grant = \$50,000

2024 Grant Goals & Objectives

- 10% decrease in # of OE appointments (due to end of Medicaid unwind and speed of COCO capacity limits being reached.)
- 5% decrease in # of Marketplace enrollments at time of appointment.

- 5% increase in # of Boulder County Colorado Connect enrollments.
 - Use BOCO's REIAT (Racial Equity Inclusion Action Tool) to build and deliver annual work plan.
 - Assess mechanisms for reducing language barriers (where we communicate about use of language lines, whether/if any given document can be translated)
- 1. Application & Enrollment Support**
 - a. Use Connect for Health's Health Insurance Enrollment Appointment Checklist to guide every appointment.
 - b. Provide every customer post-enrollment next steps.
 - 2. Targeted Customer Outreach**
 - a. Reach out by email to 100% of referrals for those losing Medicaid due to over-income or eligible for Family Services
 - b. Send 2-3 customized texts and emails to BOB, informed by Enrollment Outcomes reports.
 - c. By December 31, 2024, identify and staff 14 community events where attendees are likely to face barriers to health coverage enrollment (language, rural, LGBTQ)
 - d. By October 1, 2024, provide an in-person Health Insurance literacy class to OmniSalud clients.
 - e. By September 1, 2024, develop quarterly bilingual Assistant Site communication (Health Insurance Literacy, information about our services) to BOB & to community organizations
 - 3. Community Outreach & Education**
 - a. Maintain regular collaboration and communication with established networks including:
 - i. Mental Health Partners Community Navigators
 - ii. Boulder County Health Improvement Collaborative (BCHIC)
 - iii. Family Resource Network (FRN: 13 local area agencies that provide supportive services)
 - iv. Boulder County Area Agency on Aging
 - v. Front Range Community College
 - vi. Boulder Valley School District Medicaid Advisory Committee
 - vii. El Comité De Longmont
 - viii. El Centro Amistad
 - ix. Latino Chamber of Commerce
 - x. Boulder County HHS
 - b. By October 1, 2024, institute quarterly posts to internal Boulder County Teams' channel to strengthen staff health insurance literacy, the resources available on our website, the use of our website to schedule appointments for clients or refer them to do so on their own and health coverage data for Boulder County.
 - c. By August 1, 2024, reach out to "Out Boulder" to re-establish awareness of what they do, and how best to support referrals to / from them, and explore ways to collaborate to support Boulder County's LGBTQ community.
 - d. Present annually to the Peak 2 Peak alliance and table at the Nederland health fair.
 - e. Reach out to explore collaboration opportunities with Lyons Emergency Assistance Fund (LEAF).
 - f. Communicate monthly through social media.
 - g. Advertise biannually (SEP & OE) to broader community through print and radio.
 - h. By October 1, 2024, pilot a health insurance literacy class available to the community at large.
 - i. By August 1, 2024, develop plan to reach out to networks/businesses to refer those losing employer-sponsored coverage to the Assistance Site.
 - j. By September 1, 2024, update resources available on our website (account access tips or videos, literacy, etc.)
 - k. By November 1, 2024, strengthen messaging (QR code use, etc.) through all channels to increase use of our website as a "go to" for health insurance information.
 - l. By August 1, 2024, develop a faith-based outreach plan with focus on under-served communities.

- m. By March 2025, develop plan to build community level knowledge about when to use what kind of care (preventive, primary, urgent, emergency), pathways for people no longer eligible for Medicaid, what to do when a provider can't be accessed.