

Connect for Health Colorado

SMART Hearing

Joint Health Committee

January 21st, 2025





Connect for Health Colorado Overview

ConnectforHealthCO.com





We are Colorado's *official* health insurance marketplace.

Our mission is to **increase access, affordability, and choice** for individuals, families, and small businesses purchasing health insurance in Colorado.

We provide affordable coverage options to Coloradans who don't receive health coverage through Medicaid, Medicare, or an employer.

Our Value to Customers

Financial help

- The only place where Coloradans can get financial assistance

Transparency

- The ability to compare plans and prices from a variety of companies

Quality coverage

- Every plan provides essential health benefits, coverage, and protections

Free, local help

- Certified, local Brokers and Health Coverage Guides provide expert, culturally appropriate assistance



Depending on factors including family size and annual income, Coloradans can qualify for financial help.

1. Lower Monthly Premiums

Premium Tax Credits lower monthly premium payments.

2. Cost-Sharing Reductions

Cost-Sharing Reductions reduce the cost of copays, deductibles, coinsurance, and out-of-pocket-maximums in Silver-level plans.

The ONLY Place to Receive Financial Help for Health Insurance



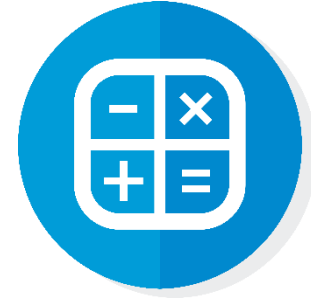
Enhanced Cost-Sharing Reductions

Made possible by SB20-215, **38,673 Coloradans in Silver plans under a certain income saw major savings on deductibles, copayments, prescriptions, and more.**



More financial help for families

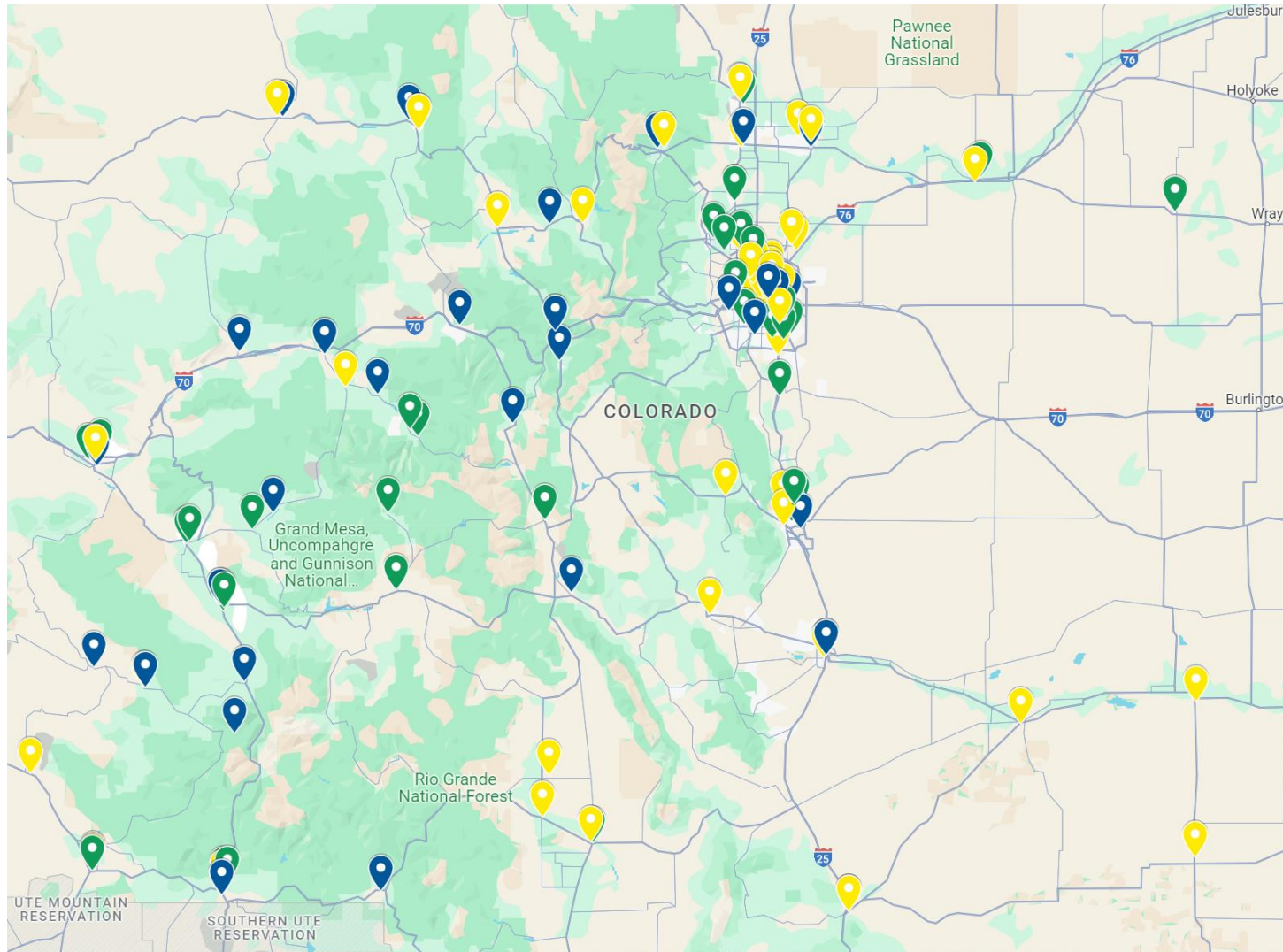
Thanks to a regulatory change, **families with an offer of employer-sponsored insurance can now qualify for financial help** on our Marketplace.



Inflation Reduction Act

In place through 2025, **more people can qualify for even more premium tax credits.** This year, 3 out of 5 people can find a plan for \$10 or less after financial help.

Enrollment Assistance



We offer free enrollment assistance across the state, and people are using it to get covered.

Green = Enrollment Centers
Blue = Health Coverage Guides
Yellow = Certified Application Counselors

Raising Awareness and Getting People Enrolled

CONTRATA
UN SEGURO
MÉDICO Y VIVE
TRANQUILO.

ConnectforHealthCO.com/es



We employ a **variety of strategies** to raise awareness of what we do and to get people enrolled in health coverage:

- ✓ Community partner engagement
- ✓ Local sponsorships
- ✓ County and local government engagement
- ✓ Our hundreds of enrollment experts across the state
- ✓ Statewide advertising campaigns in English and Spanish
- ✓ Earned media coverage

INTRODUCING
DR. MORGAN



Prioritizing Transitions in Coverage

- Using mail, email, phone calls, and texting to reach Coloradans losing coverage
- Partnership with Dept. of Health Care Policy and Financing for outreach targets
- Focusing supplemental SB22-081 funding on avoiding gaps in coverage for customers including joint letters and PSA campaigns
- Improved historical conversion rate 4x from Medicaid to Marketplace



Technology and Operations Improvements Enabling Our Work

- ✓ Modernizing our application to more easily tailor to customer needs
- ✓ Leveraging customer research and stakeholder feedback to improve our application and shopping experience
- ✓ Ongoing business process improvement in the Customer Service Center leading to high customer satisfaction and decreases in call volume



Highlights from Open Enrollment

[ConnectforHealthCO.com](https://connectforhealthco.com)



Thanks to improvements in our technology, changes to federal law, and innovative state laws, we enrolled **~296,000 Coloradans** during **Open Enrollment** between our Marketplace and Colorado Connect.

Our Largest Open Enrollment Ever

Marketplace (Connect for Health Colorado) highlights:

- **20% enrollment increase** compared to last year
- 80% of customers received financial help to lower costs
- \$205: average monthly net premium w/ financial help
- \$570: average monthly premium w/o financial help



For Plan Year 2025, the Enterprise was able to fund 12,000 financial help spots.

Celebrating OmniSalud

- Thanks to the Health Insurance Affordability Enterprise Board (SB20-215), we offer undocumented people in Colorado financial help to buy health insurance plans on our Colorado Connect platform
- Successfully re-enrolled ~8,500 returning customers to prioritize continuity of coverage
- Overwhelming demand continues to be a challenge



Impacts of Enhanced Premium Tax Credits

Financial Impact of Ending Enhanced Subsidies

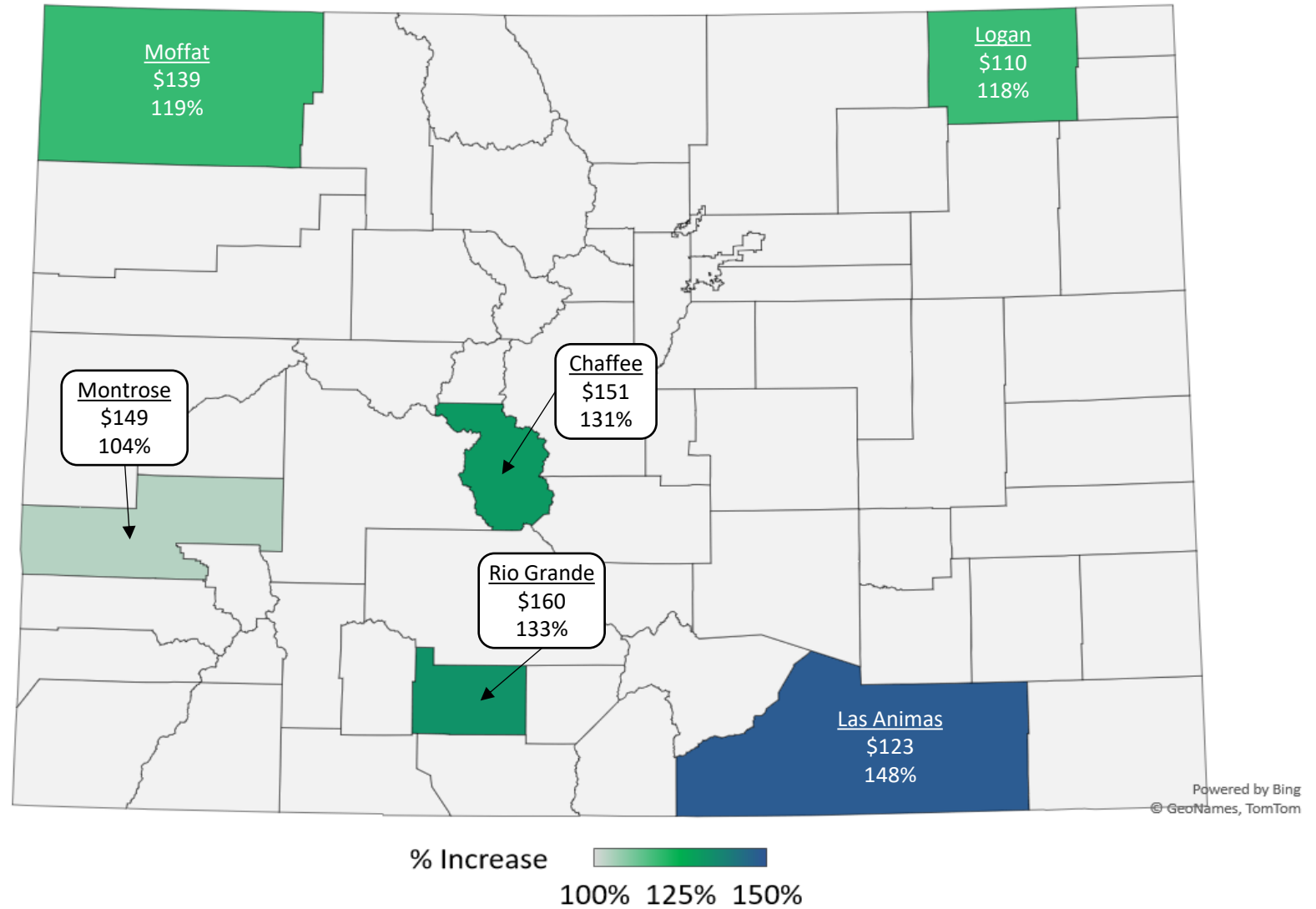
- An estimated **77% of Colorado marketplace enrollees will see reduced or eliminated financial help after the expiration of enhanced subsidies**
 - **34,000** Coloradans will no longer qualify for subsidies if 400% FPL cap is reinstated, **85%** of which have a household income under **\$100,000**
- Average household premium spending is estimated to increase by **~50%** annually
 - This disproportionately affects lower- and middle-income Coloradans, rural Coloradans, and Coloradans over the age of 55

Net Premium Increases Without Enhanced Subsidies

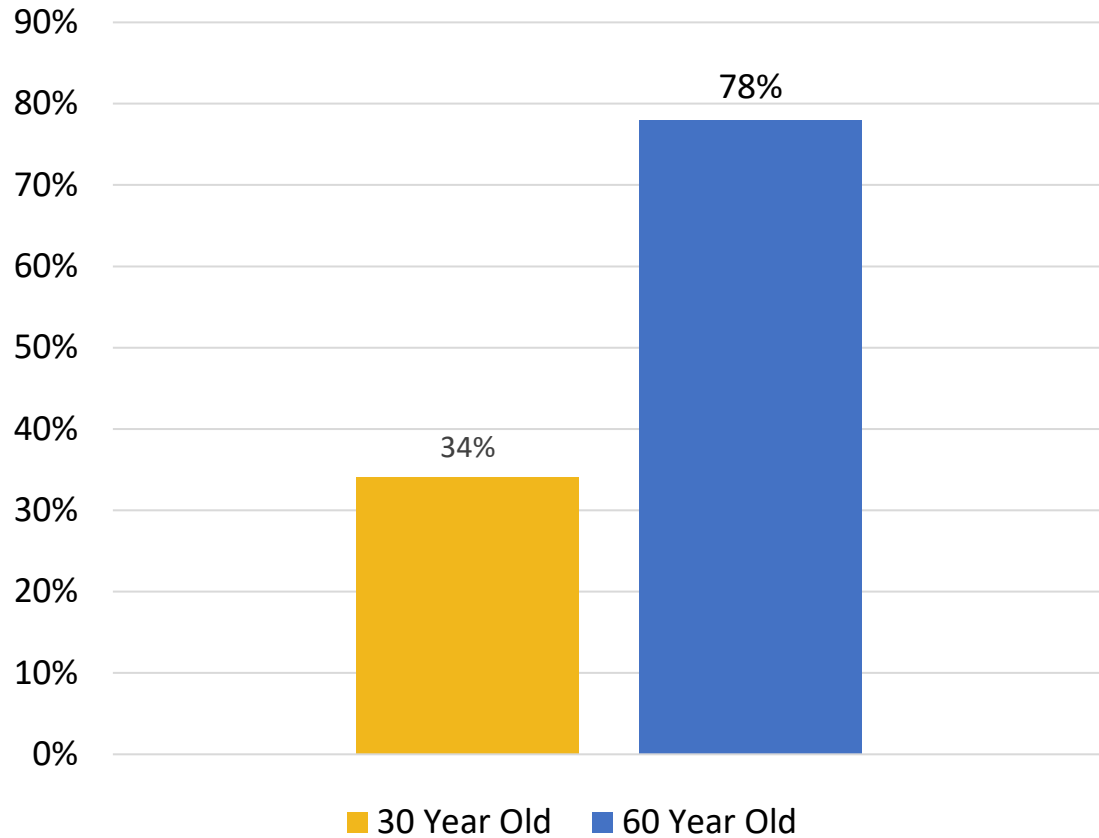
Federal Poverty Level Group	Avg Net Premium (Current)	Avg Net Premium (No Enhanced Subsidies)	\$ Difference	% Difference
<133%	\$ 20	\$ 30	\$ 10	50%
133% to 150%	\$ 28	\$ 72	\$ 44	157%
151% to 200%	\$ 41	\$ 105	\$ 64	156%
201% to 250%	\$ 65	\$ 151	\$ 86	132%
251% to 300%	\$ 79	\$ 165	\$ 86	109%
301% to 400%	\$ 147	\$ 220	\$ 73	50%
400%+	\$ 341	\$ 571	\$ 230	67%

Net Premium Increases by County Without Enhanced Subsidies (random sample of rural counties)

Rural County Examples: Net Premium Increases without Enhanced Subsidies

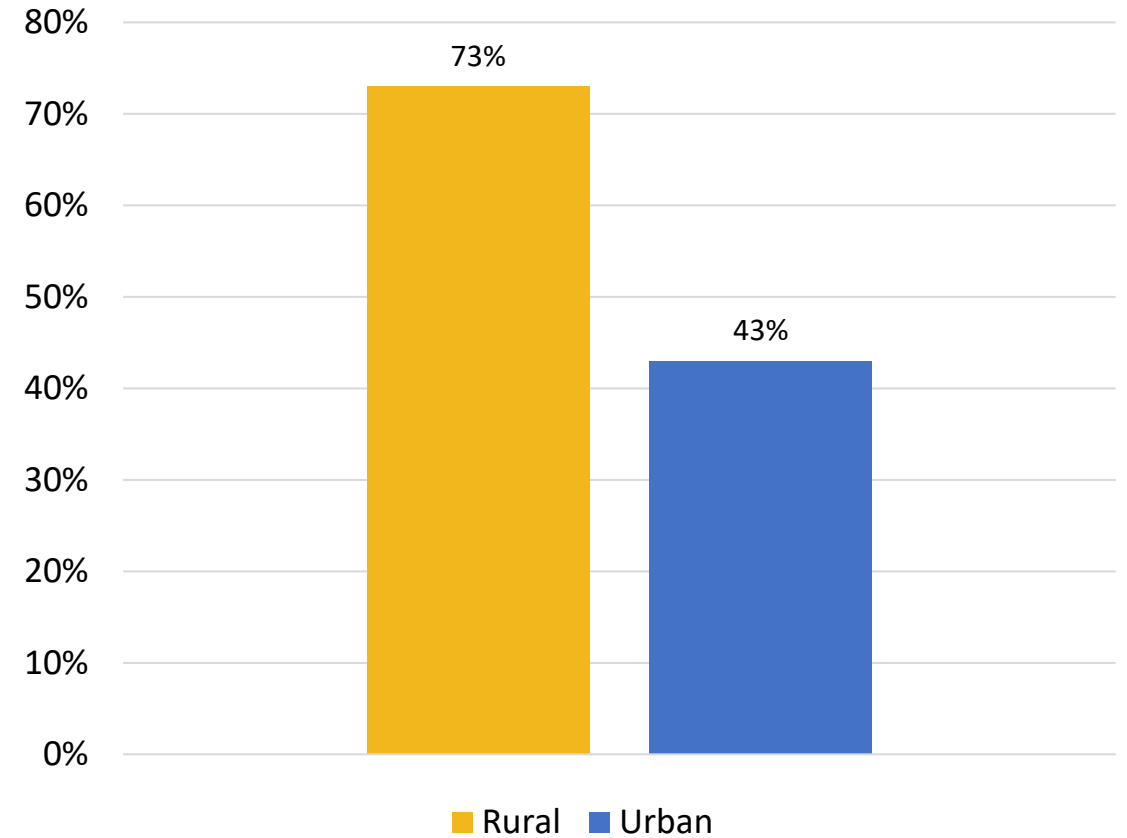


Net Premium Increase by Age



Customers over 60 years old could see their net premiums increase by 78% compared to customers under 30 at 35%

Net Premium Increase by Location



Customers in rural areas could see their net premiums increase by 73% compared to urban customers at 43%

Questions?
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