

Enrollment Center Requirements and Selection Criteria FY27-FY29

Connect for Health Colorado® (C4HCO) is requesting applications from certified partners to operate Enrollment Centers across the state. Enrollment Centers focus on helping individuals and families apply for financial assistance (Advance Premium Tax Credits (APTCs), Colorado Premium Assistance (CPA), Silver Enhanced Savings) and enroll in health coverage.

Requirements

These centers help customers during their self-selected Enrollment Center hours for the contract period.

- No appointment is necessary, though one can be scheduled
- Like other storefront services (banks, salons, real estate offices), Enrollment Centers should be able to engage walk-in or phone customers either by providing real-time service, a waiting area, or the opportunity to schedule an appointment for a more convenient time

Applicants within the state of Colorado can also propose a virtual solution that achieves a similar standard of 'walk-in' service with 'no wrong door'.

- Read the full program announcement and apply at c4hco.smapply.io

Connect for Health Colorado will support selected applicants with:

- Providing funds for approved Enrollment Center marketing plan
- Listing organization's information on the Get Help page which is heavily leveraged in paid media
- Promoting events
- Connections to community resources
- Access to specialized support

Selected applicants will be required to:

- Maintain and staff a co-branded physical Enrollment Center location during self-selected hours, for the contract period (July 1, 2027 – June 30, 2029). An application accepted with only a virtual solution will be expected to maintain a virtual platform during self-selected hours, 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
- Support walk-ins and scheduled customers with 'no wrong door'
- Represent all products sold on the Marketplace and Colorado Connect

- Submit bi-weekly reporting during Open Enrollment (OE)
- Develop and implement an Enrollment Center marketing plan

Selection Criteria

Through targeted outreach, an extensive state-wide network of partners, and customer decision support tools, C4HCO continuously strives to increase the ways in which customers are reached. Enrollment Centers are 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, to find a plan that works best for their budget or life circumstances. Collaboration with other certified partners and organizations contracted with Health Care Policy and Financing as Certified Application Assistance Sites is highly encouraged to maximize the impact of Enrollment Centers. During the review process C4HCO may contact applicants to clarify responses or ask for additional information.

Applicants will be selected based on demonstration of:

Customer Experience

- Staffing level available for application and enrollment relative to market size
- Demonstrated success providing APTC supported enrollment
- Ability to provide a cross-section of support including:
 - Mixed household enrollment
 - Plan of support for Health First Colorado and CHP+ households through enrollment
 - Referrals for additional community supports
 - Warm hand-offs to other certified partners in the event your organization is not best suited to assist
 - Offer of phone/virtual assistance
- Adeptness with the financial application and problem resolution

Customer Access

- Storefront location with visibility and ease of access for customers; and/or a significant virtual presence
- Ability to support customers from rural areas
- Capacity to effectively engage walk-in business during posted business hours

Business Goals

- Reach to current and new target market segments
- Grassroots/local marketing plan, encouraging virtual and social media campaigns, tailored to target different market segments
- Collaborative and constructive relationships with:
 - Connect for Health Colorado
 - Certified Brokers/Broker Agencies and Assistance Network partners
 - County Departments of Human Services
 - Organizations supporting low-income, immigrant and historically marginalized communities