



H.R. 1 Implementation and Outreach

Medicaid Commission, July 28, 2026

Implementation Plan and Infrastructure

Since the passage of the Working Families Tax Cut law, also known as H.R. 1, HCPF has been working diligently on implementation. Implementation involves major changes to the Colorado Benefit Management System (CBMS) and Program Eligibility Application Kit (PEAK), extensive policy and operational decisions, and coordinated stakeholder engagement and communications. The efforts are coordinated through a centralized Department project management structure spanning 22 projects across multiple workstreams.

Eligibility Systems Changes

HCPF is working closely with the Colorado Benefits Eligibility and Enrollment Systems (CoBEES) and Deloitte, the vendor who operates CBMS. Teams have been interpreting and translating the new federal rules into state policies that are being translated into the CBMS business requirements needed to implement a “minimum viable product” in January, 2027. This work has been divided into projects, each with a workgroup of subject matter experts, weekly progress reporting and dashboards tracking risks, decisions and overall status.

Policy and Operations

H.R. 1 requires HCPF to make a significant number of interrelated policy and operational decisions. The Department received the most critical operational guidance from CMS recently, through the June 1, 2026, Interim Final Rule on Community Engagement. While the rule clarified several key implementation requirements, it also added several unexpected requirements, leaving many details that still must be defined. HCPF is actively working through these decisions, including how county eligibility processes will need to change, how individuals will demonstrate compliance with work requirements, and which activities will count toward the required 80 hours per month of work or community engagement.

Support for County Partners and Eligibility Sites

HCPF is launching a dedicated website by the end of July 2026 to provide one place for information, training materials and communication about H.R. 1 implementation, specifically for counties and eligibility sites. A twice a month H.R. 1 update is sent to county Human Services Executive Directors and eligibility site administrators to keep them up to date on policy and operational decisions, as

well as available resources for staff. HCPF will begin sharing more detailed topic specific information on H.R. 1 eligibility provisions over the next four months in the form of infographics, flow charts and explainers so that eligibility workers are prepared for formal CBMS training when it is released toward the end of the year. The topic specific resources will be sent directly to front line eligibility staff. HCPF is providing regular updates at three recurring meetings each month with frontline eligibility workers and county human services directors as well as coordinating directly with the Colorado Human Services Directors Association (CHSDA). Additionally, we are including frontline eligibility workers in User Acceptance Testing (UAT) for CBMS changes over the course of the next few months.

Member Outreach Plan

HCPF is using a layered, phased outreach strategy to help Health First Colorado members understand how H.R. 1 may affect their coverage and what actions they may need to take. Communications are being coordinated with policy decisions, system changes, official member noticing and renewal milestones so members receive more detailed and specific information as implementation approaches.

Direct Member Communications

Official notices are required and the primary way HCPF informs individual members of changes to their coverage or any action they must take. Additionally, HCPF is using a multi-modal approach to supplement mailed correspondence, through email and text-message reminders, as well as information members can access through the Health First Colorado website, PEAK, mobile applications, member newsletters, social media and the Member Contact Center.

HCPF is also updating Member Contact Center talking points, recorded hold messages, website content and FAQs so members receive consistent information whether they seek help online, by phone, through counties or from a community partner.

H.R. 1 Communications Toolkit

HCPF has partnered with the Center to Advance Consumer Partnership (CACP) to develop a H.R. 1 communications toolkit. The toolkit reflects input from more than 40 partner organizations and 100 members. The toolkit is designed to give members clear, reusable information and to help providers, advocates, community-based organizations (CBOs) and other partners share consistent messages.

The toolkit includes plain-language, accessible resources in English and Spanish. The materials are being released in phases so that members first receive general awareness messages, followed by more detailed explanations and, as we move closer to implementation, step-by-step information about what they need to do.

Priority materials are being translated into Arabic, Russian, and Vietnamese and updated as requirements change. The same core materials are used across HCPF channels, paid outreach, ambassador activities and partner communications.

Trusted community messengers

HCPF has partnered with the Colorado Health Institute (CHI) to implement the H.R. 1 Trusted Ambassador Program (TAP), which launched on July 1, 2026. TAP equips community-based organizations that already serve affected populations to deliver clear, accurate and timely information.

Participating organizations receive HCPF-approved materials, training, technical assistance and mini-grants, and report back on what members are experiencing and where outreach needs adjustment. TAP supplements rather than replaces counties, eligibility sites or existing enrollment-assistance infrastructure.

The first year of TAP is focused on communities affected by qualified immigrant (QI) eligibility changes. CHI selected six CBOs – CAFI Sustainability Center, Doctors Care, Project Worthmore, Morgan County Family Center, El Grupo Vida and Ethiopian Community Development Council – representing urban and rural communities, multiple language groups and all regional accountable entity (RAE) regions. Each received a \$5,000 grant, with several receiving an additional \$2,500-\$5,000 to support translation. Lessons and feedback from this work will help inform continued outreach related to work requirements (WRs) and other H.R. 1 provisions.

Targeted marketing

HCPF is planning a behavior-change marketing campaign with The Idea Marketing company to reach working-age members, including people who may not regularly engage with governmental communications. An awareness phase, planned from September through December 2026, will explain that requirements are changing and help members prepare for their next renewal. A take-action phase, beginning in January 2027, will provide practical guidance when individual renewal dates arrive, including the steps members may need to take to maintain coverage.

Media and messaging will be adjusted based on reach, engagement and renewal activity. Official member notices remain the authoritative source on individual eligibility.

Implementation and Outreach Timeline

Planned and completed direct communications include:

- **May 2026:** Notice to members affected by QI eligibility changes.
- **September 2026:** Official Notice of Action (NOA) before the October QI coverage changes and initial WRs communications.
- **November 2026:** Additional letters concerning WRs and 6-month renewals.

- **January-April 2027:** Renewal packets, email and text reminders, NOAs, deadline reminders and information about reconsiderations or appeal options.

Toolkit releases completed or underway include:

- **May 2026:** Toolkit Phase 1 launched with simple-action social graphics. These materials encouraged members to update their contact information, read correspondence from Health First Colorado and take other steps to prepare.
- **June 2026:** Toolkit Phase 2 launched with materials about immigrant eligibility changes, including member flyers, a partner guide, social media content, slides, and on-hold messaging for call centers.
- **July 2026:** An online immigrant eligibility screener launched to help members understand whether the new eligibility changes may apply to them. For partners, a visual immigrant eligibility flowchart was created.
- **August 2026:** Toolkit Phase 3 will add WR-related flyers, reference guide, call center messaging, and related social media content. Additional planned items include a WRs video and an infographic detailing the relationship between SNAP and Medicaid WRs.
- **September-November 2026:** Toolkit Phase 4 will provide more detailed information on how members can meet WRs, report qualifying activities, understand available exclusions, and locate support.

Webinar and stakeholder education dates:

- **February 24, 2026:** Medicaid Coverage, Eligibility, & Implementation webinar
- **June 2, 2026:** Medicaid Work Requirements webinar
- **June 30, 2026:** Federal Changes to Medicaid QI Provision webinar
- **July 21, 2026:** Medicaid Work Requirements and Exemption webinar
- **July 29, 2026:** Medicaid Medical Frailty Definition and Exemption webinar
- **September 2026:** Additional CHI webinar related to QI outreach
- **October 2026:** Comprehensive H.R. 1 webinar
- **January 2027:** Additional implementation-focused webinars and listening sessions

Webinars are supported by ongoing meetings with member advisory groups, advocates, community organizations, RAEs, providers, counties and other partners. These meetings test whether messages are understandable and inform FAQ and material development.

Feedback and Monitoring

The dedicated H.R. 1 inbox (hcpf_hr1@state.co.us) provides a centralized channel for questions from members, providers, advocates, counties and community partners.

Questions and feedback received through the inbox are logged and tagged by topic. This allows HCPF to identify recurring questions, information gaps and emerging concerns. These themes help inform

webinar topics and content, FAQs, toolkit content, call-center materials and other outreach resources.

Outreach will continue after the January 2027 implementation date. HCPF will continue to monitor engagement across its channels, Member Contact Center trends and reports from ambassadors, counties, providers and RAEs to determine whether communications are reaching members and whether particular communities require additional support. Some of these data sources could support a forecasting and impact dashboard in 2027.

Together, these efforts provide multiple opportunities for members to receive, understand and act on information about H.R. 1. Outreach will continue throughout implementation and will be adjusted as new guidance, member questions, partner feedback and impact data become available. Timing is subject to change as federal guidance and operational processes are finalized.

For more information contact

Lauren Reveley, Lauren.Reveley@state.co.us
Vincent Giglierano, Vincent.Giglierano@state.co.us