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COLORADO HEALTH BENEFIT EXCHANGE WILL BECOME CONNECT FOR HEALTH COLORADO

Colorado's new health insurance marketplace for individuals, families and small employers will be called Connect for Health Colorado. The non-profit entity that is building the marketplace, the Colorado Health Benefit Exchange, will coordinate an official launch of the new name with a public education campaign this Spring in preparation for opening in October.

"We're creating a new way for Coloradans to compare and shop for health plans and it is important to have a name that conveys what we do," said Executive Director Patty Fontneau. "We thank our Board, stakeholders and community for helping us to identify a name that fits our mission to increase access, affordability and choice for individuals and small businesses purchasing health insurance in Colorado. Starting in October, Connect for Health Colorado will provide an independent, easy-to-use online shopping tool for Colorado families and small businesses along with high-quality customer support to help them choose the right plan and take advantage of new financial assistance."

Going forward, the organization will be doing business as Connect for Health Colorado. The Colorado Health Benefit Exchange name will remain on legal documents.

BACKGROUND:

The Colorado Health Benefit Exchange is a new health insurance marketplace, scheduled to open for business in October 2013, where individuals, families and small employers can shop for and buy health insurance based on quality and price. Customers can shop through a website and get help in person and over the phone from a network of customer service professionals, including brokers, insurance guides and customer phone center representatives. Up-front financial assistance will also be available to eligible Coloradans to reduce the cost of premiums. The Exchange is a public, non-profit entity that was established by Senate Bill 11-200, passed by the General Assembly in May 2011. The Exchange is governed by a Board of Directors with additional direction from a panel of state lawmakers known as the Legislative Implementation Review Committee. Federal grants are funding the launch of the new marketplace and no State General Funds can be used for planning and operating the entity. The Exchange must be self-financing in 2015. More information is available at www.getcoveredco.org.