



Connect for Health Colorado: Value Proposition Exercise

Instructions:

1. On this first page below, refresh yourself with Connect for Health Colorado's mission, purpose, values and inspirational goals. Think about what the organization is in the business to do and why.
2. On the second page, familiarize yourself with the definition of a "value proposition" and relate it to how Connect for Health Colorado can benefit its customers.
3. Write down in section (A) what you feel the value proposition is CURRENTLY to Connect for Health Colorado's Individual and Small Business customers.
4. Write down in section (B) what you feel the value proposition is in the FUTURE to Connect for Health Colorado's Individual and Small Business customers.
5. Write down in section (C) what key activities you feel Connect for Health Colorado needs to accomplish to reach that future state.

Mission: To increase access, affordability, and choice for individuals and small employers purchasing health insurance in Colorado.

Core Purpose: To help people be healthy and more secure.

Core Values: Keep the customer at the heart of all we do. Be open honest and respectful. Act with courage and excellence.

Staff and Management Aspire To:

- We will be recognized as a national model for helping to; 1) inspire a transformation of the health insurance market, 2) reduce health care costs, 3) make Colorado the healthiest state in the country.
- We will earn the respect and trust of individuals and businesses by helping to drive innovation and ensure superior quality and outcomes.
- We will encourage accountability and transparency from all stakeholders and demand that of ourselves.
- All Coloradans will have access to an efficient, affordable and effective health care system.
- Our employees will be driven by the belief that they are creating a world where all people, no matter where they live or how much they make, have the opportunity to be healthy and secure.

What is a “Value Proposition”?: A **promise** of value to be delivered and acknowledged, and a **belief** from our customers that value will be delivered and experienced.

During this exercise, consider the **benefits** we provide to our customers, the **problems** we are solving for them, and why we are distinctly **better** than the alternatives. Consider also the dimensions of value - the physical attributes of our products and services such as price, quality, speed of delivery and completeness of the service; the relationship our customers experience through various interactions; and the emotional appeal of Connect for Health Colorado or our products and services to the customer.

(A) What are Connect for Health Colorado’s Value Propositions for Individual and Small Business customers in the CURRENT State (2015)?:

(B) What are Connect for Health Colorado’s Value Propositions for Individual and Small Business customers in the FUTURE State (2 - 5 Year Horizon)?:

(C) What must Connect for Health Colorado DO to get to our Future State over a 2 – 5 Year Horizon?