

**Connect for Health Colorado
Board Retreat Recap**

Core Mission /
Value to Consumer

Connecting Colorado residents to health coverage and available financial assistance to make that coverage affordable

Opportunities for C4HCO to Have Impact over Next
2-3 Years

Assisting Coloradans to better understand their coverage and how to use it

As insurance products get more complicated, C4HCO can serve as a trusted source and assistance site as Coloradans learn to use their coverage.

Improving access to coverage in rural areas of Colorado

Despite wide-ranging options in the Metro area, rural Coloradans have limited choices in coverage. C4HCO can play a role in expanding the access to coverage and care options for rural areas.

Increasing the number of consumers taking advantage of financial assistance

Colorado has a low rate of residents using available financial assistance to make coverage more affordable. C4HCO can explore strategies to increase the uptake of subsidies and other financial assistance.

Reducing complexity / improving the ability of consumers to obtain the right coverage for their needs

Increased complexity has reduced consumers' abilities to find the best plan for their needs. C4HCO can work to reduce complexity of plan choices or design and/or advance the ability of consumers to find the best coverage.

Increasing the quality of tools and services that C4HCO makes available to customers, assisters, small employers and brokers

C4HCO is widely seen as a trusted and critical partner in connecting Coloradans to coverage. By enhancing the service level provided, and developing new and improved tools, C4HCO could add a unique value to consumer and the coverage market.

Next Steps

Continue Stakeholder Interviews

Match Opportunities for Impact to Operational Structure

Draft Strategic Plan