



Kevin Patterson, CEO
Connect for Health Colorado

Dear Mr. Patterson,

After careful consideration, discussion and input from our broker members across the State of Colorado, the CSAHU position with regard to the C4 broker bonus program is that our membership finds it highly inappropriate.

CSAHU feels strongly that brokers will use SHOP once they perceive that it provides value to their clients. We feel that it would be more productive for C4 to use this money for further development of infrastructure and support tools, thus creating value that will naturally incentivize brokers to use the system

We strongly recommend that the money allocated for broker bonuses should be used instead to enhance C4 and make it the option that brokers *want* to use, rather than something they are paid to use.

Thank you,

Byron McCurdy
CSAHU Board Chair

Tammy Niederman
CSAHU Legislative Chair