

New Opportunity Summary

Expand Customer Base	Expand and rebrand – improve product/scalability
	Individual market – reinforce marketplace benefit to non-financial assistance customers/improve product offering
	Purchasing groups/associations
Embrace Financial Assistance Alternatives/Changes	Adjust to alternative tax credit models (Federal and State)
	Support high risk pool funding
	Leverage eligibility functionality
Support Transparency	One stop shopping for health insurance and services
	Expand plan and provider comparison tools including out-of-pocket cost information and decision assistance
	Reporting of plan/provider quality information

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Support Alternative Plan Solutions	Modification of essential health benefits resulting in lower plan premiums
	Ancillary benefits to add protection for changes in health plan benefits (higher out of pocket expenses, reduced scope of coverages)
	Enhanced geographically focused/sponsored plans
Expansion of Services to other States	Outsource CO exchange services to FFM states – regional exchange services
	Enhanced coordination/group purchasing with other state based exchanges
	Coordination with carriers for multistate service areas (state border communities)