

Goal 1: Assisting Coloradans to Better Understand Their Coverage and How to Use It

- Objective: Increase the Quality of Tools and Services that Connect for Health Colorado Makes Available to Customers, Assistors, Small Employers and Brokers
- Metrics:

Goal 2: Advocate to Improve Access to Coverage in Rural Areas of Colorado

- Objective: Encourage Carrier Participation in Rural Areas
- Metric: Number of carriers plans available in rural areas

Goal 3: Increase the Number of Consumers Taking Advantage of Financial Assistance

- Objective: Increase Enrollment Overall
- Objective: Increase Customer Satisfaction
- Objective: Establish ongoing process to facilitate awareness among and enrollment of those who are APTC eligible but not enrolled
- Metrics:

Goal 4: Improve the Ability of Customers to Attain and Retain the Right Coverage for Their Needs

- Objective: Reduce Complexity
- Objective: Establish a process and benchmarks for measuring customer satisfaction and retention
- Objective: Evaluate/research the effectiveness of using a Quality Rating System to inform consumer QHP selection
- Objective: Ensure that Consumers continue to have choice in selection of carriers and QHPs
- Objective: Facilitate stakeholder consensus and implement process for managing SEP enrollments
- Objective: Encourage collaboration between channels to ensure enrollees access the appropriate channel in enroll on the QHP best suited to their individual or family needs
- Metrics:

Goal 5: Connect for Health Colorado is a healthy and thriving organization

- Objective: Compliance with federal and state regulations
- Objective: Establish a process and benchmarks for measuring employee engagement and retention
- Objective: Develop a structure for and improving the feedback loop between C4HCO staff, the Board, advisory groups and other stakeholders
- Objective: Evaluate revenue opportunities, including the development of a Public Benefits Corporation, that support sustainability of the Marketplace
- Metrics: