

Goal 1: Advocate to Improve Access to Coverage in Rural Areas of Colorado

- Objective: Work with stakeholders to address the high cost of health care in rural areas
- Objective: Maintain a presence and build relationships in rural Colorado through community influencers, Brokers, Health Coverage Guides and others

Goal 2: Maximize the Number of Consumers and Employers Who Shop and Enroll through the Health Insurance Marketplace, and Apply for Available Financial Assistance

- Objective: Increase enrollment overall
- Objective: Increase customer satisfaction
- Objective: Reduce complexity and redundancy in the eligibility/enrollment process, while maintaining a high level of compliance to federal and state laws, regulations and guidance
- Objective: Establish ongoing process to facilitate awareness among and enrollment of those who are APTC eligible but not enrolled, as applicable
- **Objective: Ensure that Consumers and Employers have access to side-by-side comparisons of health insurance plans, to include plan costs, claims data, formularies and provider network data as part of the transparency equation**
- **Objective: Support alternative plan/product/benefit solutions**
- **Objective: Consider expansion of functionality/services to other states or entities (e.g., regional exchange administration)**
- **Objective: Advocate for and implement new financial assistance mechanisms for both the individual and small group marketplaces**

Goal 3: Improve the Ability of Customers to Attain and Retain the Right Coverage for Their Needs

- Objective: Reduce complexity
- Objective: Assist Consumers in better understanding their coverage and how to use It
- Objective: Continue to make improvements in the customer experience
- Objective: Ensure that Consumers continue to have choice in selection of carriers and QHPs
- Objective: Mitigate the effects of churn between Medicaid and the Marketplace
- 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
- Objective: Increase health literacy support pre and post-enrollment

Goal 4: Ensure that Connect for Health Colorado is a Healthy and Thriving Organization

- Objective: Engage in activities that support the fiscal, human resource, and operational health of the organization
- Objective: Improve 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: Explore and implement relevant alternative public/private funding mechanisms that support growth initiatives**
- Objective: Evaluate revenue opportunities, including the development of a Public Benefits Corporation, that support sustainability of the Marketplace
- Objective: Successfully navigate through the 'Future Option' evaluation and implementation