

## 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, Assistants, Small Employers and Brokers
- Tactic: Public Benefit Corporation Opportunities

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

- Objective: Attract Additional Carriers
- Tactic: Outreach and Enrollment

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

- Objective: Increase Enrollment Overall
- Objective: Increase Customer Satisfaction

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

- Objective: Reduce Complexity
- Objective: Increase Customer Satisfaction

### Possible Mission/Vision Statement:

*Become the Marketplace of Choice  
for All Coloradans*