

## EXECUTIVE SUMMARY

As Colorado's Health Insurance Marketplace, Connect *for* Health Colorado, reached the fifth anniversary of its creation by Governor John Hickenlooper and the state legislature, the Board of Directors and senior staff engaged in a thoughtful process of strategic planning. The goal of the process was to assess the work of the marketplace against its statutory mission of increasing "Access, Affordability and Choice" for Coloradans purchasing health insurance. Additionally, the Board sought to identify opportunities for Connect for Health Colorado to have positive impacts for consumers in the health insurance market over the coming three to five years. In doing so, the Board and staff could effectively prioritize operational, technological and budgetary decisions.

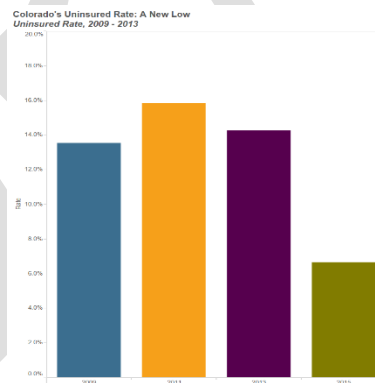
The Board identifies its core mission and value to consumer as:

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*Connecting Colorado Residents to Health Coverage  
and Available Financial Assistance to Make that  
Coverage Affordable*

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In general, both the Board and stakeholder see success in fulfilling this mission since October of 2013. Additionally, stakeholders viewed Connect for Health Colorado as having numerous positive impacts, including increasing access to coverage for persons with pre-existing conditions and contributing to the great success of the state's Medicaid Expansion efforts. Together, the Marketplace and Medicaid programs facilitated a 58% decrease in the state's uninsured rate to 6.7% of Coloradans<sup>1</sup>.



Data from 2015 Colorado Health Access Survey, Colorado Health Institute

The Board of Connect for Health Colorado has identified the following opportunities to positively impact consumers in the Colorado market:

- Assisting Coloradans to Better Understand Their Coverage and How to Use It
- Improving Access to Coverage in Rural Areas of Colorado
- Increasing the Number of Consumers Taking Advantage of Financial Assistance
- Reducing Complexity / Improving the Ability of Consumers to Obtain the Right Coverage for Their Needs

- Increasing the Quality of Tools and Services that Connect for Health Colorado Makes Available to Customers, Assisters, Small Employers and Brokers

Converting the identified opportunities into actual impact will be the work of the Board and staff of Connect for Health Colorado over the coming years and will shape the decisions and priorities of the organization. Through the course of the strategic planning process, which included stakeholder interviews, policy and literature review and a Board retreat, a number of policy ideas and tactics were explored as potential activities of Connect for Health Colorado to operationalize the plan.

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<sup>1</sup> Colorado Health Access Survey 2015, Colorado Health Institute.

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