



The Colorado Health Foundation™

June 3, 2014

Connect for Health Colorado
Board of Directors
3773 Cherry Creek N. Drive
Denver, Colorado 80209

Dear Board Members:

The Colorado Health Foundation has invested \$4.5 million in a two-year period to support Connect for Health Colorado's in-person assistance network, and are pleased to see that investment paying off for Colorado. Through experience from past investments in outreach and enrollment efforts, we recognize Connect for Health Colorado's extraordinary accomplishment in enrolling more than 300,000 Coloradans in public and private health insurance over a five-month period, far exceeding the goal set by the Centers for Medicare and Medicaid Services (CMS) and ranking Colorado 4th in the nation among state-based exchanges. We see our most recent grant as a testament to the success of the assistance network and our belief in its importance to Coloradans.

As you review Connect for Health Colorado's budget for next year, we encourage you to prioritize critical services for enrollment, including the in-person assistance site network and call center. It is necessary that we maintain and fully-fund the programs that have driven our success – programs that protect both the health of Colorado's investment and that of Colorado families.

Before Connect for Health Colorado opened for enrollment nearly one in five uninsured Coloradans (17.2%) did not know how to get health insurance and even more (24.9%) believed they did not need health insurance, according to the 2013 Colorado Health Access Survey. Research and achievements from the first open enrollment period prove that in-person assistance is indispensable for increasing enrollments, especially for hard-to-reach populations who are new to health insurance and need support understanding their options.

In addition to serving 111,241 Coloradans through targeted outreach and enrollment support to uninsured populations, the assistance network strengthened community partnerships and provided feedback fundamental to the success of the exchange. Consumer guides attended trainings, webinars and advisory meetings with Connect for Health, advocating for uninsured Coloradans trying to access coverage. They waited patiently alongside their clients for solutions to enrollment issues, provided input in a constantly fluctuating environment, voiced concerns about how the exchange was working, and alerted Connect for Health when new problems arose. In the end, it is clear that without these dedicated individuals and programs thousands of Coloradans would have slipped through the cracks.

When you, the Connect for Health Colorado board, first established goals for the organization, you challenged Connect for Health to engage a broad base of community stakeholders and ensure it was meeting the unique needs of Coloradans. That challenge was met and has exceeded expectations, thanks largely to the personalized education and support provided by the assistance network for choosing, using and maintaining health coverage that meets individual needs. Now, as good stewards of the investment we as Coloradans have made into the health of the residents of our state, it is imperative that we maintain full

funding of the assistance site network and call center to ensure our Colorado solution for health coverage is there for our families for years to come.

Sincerely,

A handwritten signature in black ink that reads "Anne Warhover". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

Anne Warhover
President and CEO
The Colorado Health Foundation