

Connect for Health Colorado

Strategic Plan Goals

Current Activities

Goal #1 - Advocate to improve access to coverage in rural areas of Colorado.

- Coordinate with community leaders to continue enhancing our existing outreach work specific to rural areas.
- Work with counties in high EBNE areas to assist with outreach and referrals to C4HCO affiliated organizations. This includes departments of human services, public health, work force centers and school districts.
- Continue and expand 'earned media' with local, regional newspapers, local public radio stations, and community events
- Provide in-person and online trainings to better resource rural county eligibility workers with knowledge regarding eligibility for APTC/CSR and QHPs

Goal #2 - Maximize the number of consumers and employers who shop and enroll through the health insurance marketplace, and apply for available financial assistance.

- Enhance current marketing and communications efforts with an integrated and strategic digital media plan, including customer engagement via social media and email marketing.
- Implement or refine processes/systems that simplify, streamline, remove duplicative processes, align data, and reduce system errors (NES).
- Expand or Improve stakeholder training and tools to assist clients with understanding benefits, costs, and changing healthcare needs - Carrier sales teams, assistance network, brokers, et cetera.
- Increase outreach and develop solutions for small businesses to help employees obtain health coverage.

Goal #3 - Improve the ability of customers to attain and retain the right coverage for their needs.

- Customer service improvements including escalation process transition and improvements to service enter technology with a focus on first call resolution.
- Improve shopping tools to assist in consumer decision making and simplify the enrollment process.
- Leverage more options for customer support, e.g. advance chat, call back, test notifications

Goal #4 - Ensure that Connect for Health Colorado is a healthy and thriving organization.

- Updating sustainability plan based on new technology and service center initiatives with a focus on long-term operational cost reduction.
- Operationalizing cost savings through contract renewals, procurement (RFP's) and budgeting process.
- Integrating talent management into the performance evaluation process to develop staff for future leadership roles.
- Focus human resource improvements on lowest employee survey results (culture and communication).