



STRATEGIC PLAN UPDATE

Policy Committee
November 26, 2018

Goal #1: Activities

Advocate to improve access to coverage in rural areas of Colorado.

STRATEGIES	KEY ACTIVITIES
<ul style="list-style-type: none">• Encourage carrier participation in rural areas.• Increase awareness among rural Coloradans on the benefits available through the Marketplace.• Work with stakeholders to address the high cost of health coverage and improve provider access in rural areas.	<ul style="list-style-type: none">• Expand rural Enrollment Centers and maintain strong rural Assister/Broker numbers.• Work with counties in high EBNE areas to assist with outreach and referrals to C4HCO affiliated organizations.• Develop ‘earned media’ visibility with local-impact stories in, regional newspapers, local public radio stations, and community events.• Provide in-person and online trainings to better provide rural assisters, brokers, and county eligibility workers with updated system knowledge.

Goal #2: Activities

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

STRATEGIES	KEY ACTIVITIES
<ul style="list-style-type: none">• Use available data to improve retention and target new customers.• Refine education and outreach mechanisms.• explore alternative product/benefit solutions.• Identify new types of customers for Marketplace products and services.• Explore partnerships with organizations that could help the Marketplace attract new customers (e.g. healthcare and wellness vendors).• Increase customer, broker, Assistor and carrier satisfaction.	<ul style="list-style-type: none">• Enhance current marketing and communications efforts with an integrated and strategic digital media plan, including customer engagement via social media and email marketing.• Implement and refine processes/systems to simplify, streamline, deduplicate processes, align data, and reduce system errors (NES).• Expand and improve stakeholder training and tools.• Increase outreach and develop solutions for small businesses to help employees obtain health coverage.

Goal #3: Activities

Improve the ability of customers to attain and retain the right coverage for their needs.

STRATEGIES

- Assist consumers in better understanding their coverage and how to use it.
- Improve the customer eligibility and enrollment experience.
- Ensure that customers continue to have choice in selection of carriers and Qualified Health Plans by improving the value proposition that the Marketplace offers to carriers.

KEY ACTIVITIES

- Continued implementation/enhancements of new eligibility system (NES) to improve eligibility and enrollment experience.
- New enhancements to increase the effectiveness of the Quick Cost and Plan Finder (QCPF) and improve overall shopping experience.
- Piloting integration of service center functions with medical assistance site to provide better customer experience.
- Customer service improvements with a focus on first call resolution.
- Leverage more options for customer support, e.g. advance chat, call back, test notifications, skill-based routing.
- Update and standardize training content to improve quality, accuracy and effectiveness for stakeholders.

Goal #4: Activities

Ensure that Connect for Health Colorado is a healthy and thriving organization.

STRATEGIES	KEY ACTIVITIES
<ul style="list-style-type: none">• Continue to improve upon the fiscal stability of the Marketplace.• Further develop human capital and engagement.	<ul style="list-style-type: none">• Revising sustainability plan based on new technology and service center initiatives with a focus on long-term operational cost reduction.• Operationalize cost savings through contract extensions, renewals, procurement (RFP's) and process improvements.• Integrating staff goals with the strategic plan as part of the performance evaluation process.• Identifying staff training needs for future leadership roles (succession planning).• Focus human resource improvements on employee survey results.