

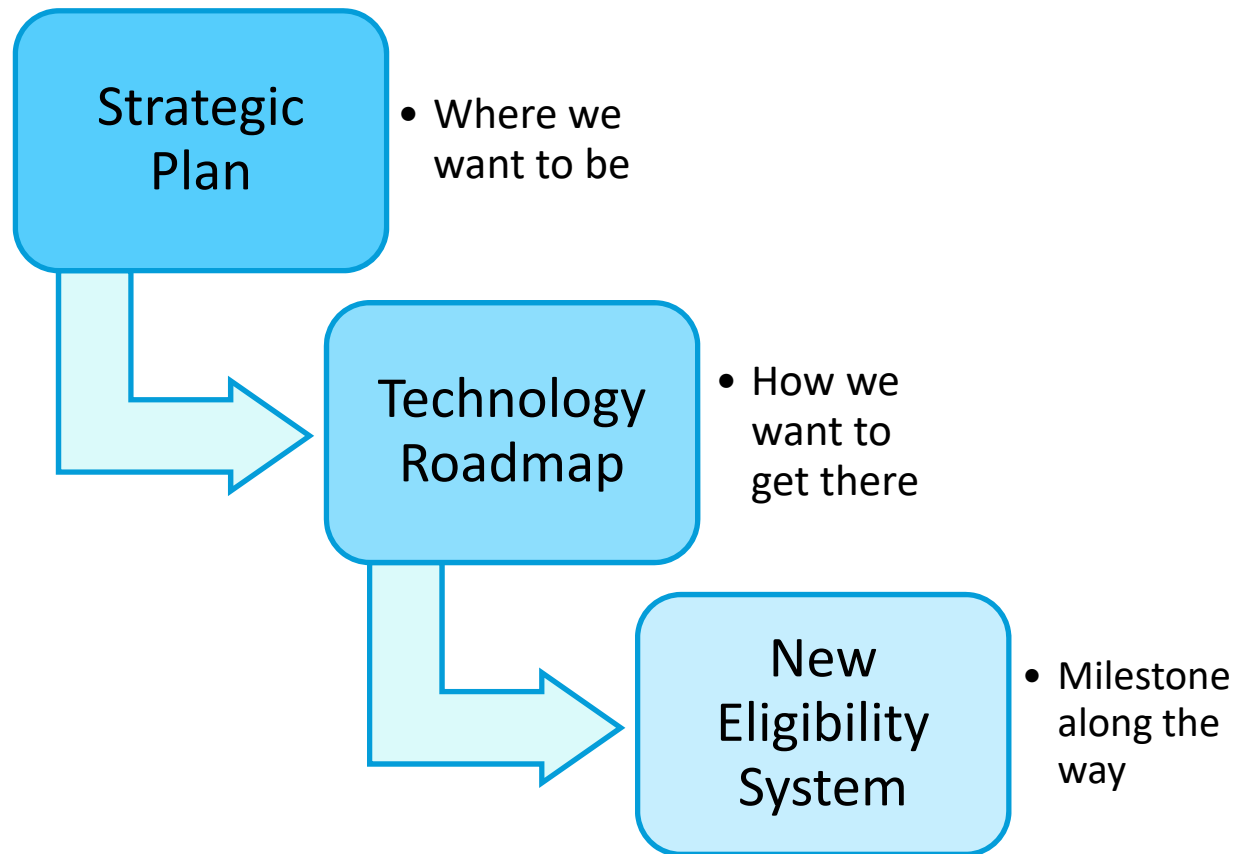


## **BOARD ADVISORY GROUP STRATEGIC PLAN HEADWAY**

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# Connecting The Dots



## Strategic Plan (2017-2020)

- Goal #1: Advocate to improve access to coverage in rural areas of Colorado
- Goal #2: Maximize the number of consumers and employers who shop and enroll through health insurance marketplace, and apply for available financial assistance
- Goal #3: Improve the ability of customers to attain and retain the right coverage for their needs
- Goal #4: Ensure that Connect for Health Colorado is a healthy and thriving organization

# Technology Roadmap

- Connect for Health continues to modernize its technology to allow for more rapid updates, quicker resolution to issues, lower IT costs and consumer friendly improvements.
  - Focus on human centric design and streamlined consumer experience
  - Implementation of mobile decision support and account maintenance tools
  - Update infrastructure to allow C4 to have a flexible payment model based on demand (“pay by the drink”)
  - Relying on stakeholder input to meet customer needs

# New Eligibility System (NES)

- Financed and designed new application to determine eligibility for Qualified Health Plans and premium tax credits for Open Enrollment 6
- Emphasis on shorter and easier application, continued federal compliance and better control of enterprise IT costs
- Modeled on best practices for web-based consumer experience
- Enhanced system agility allows for quick problem resolution and rapid upgrades
- Still support for “*No Wrong Door*” approach

QUESTIONS?