

Connect for Health Colorado is dedicated to *increasing access, affordability, and choice for individuals and small employers purchasing health insurance in Colorado*. Although we were created in 2011 to administer Qualified Health Plans and the premium tax credit for Colorado under the Affordable Care Act, we also embody the “Connector” role envisioned in the 2008 bi-partisan Blue Ribbon Commission on Health Care Reform and embrace the philosophy underlying the Commission’s recommendations. With our *2017-2020 Strategic Plan* as the foundation, we diligently explore pioneering solutions that deliver affordable healthcare to our citizens, with thoughtful public policy serving as the bedrock. We continue to innovate and leverage our technology platform as a model for consumer-focused design and user experience. Through our efforts, we position ourselves as the state’s leading organization dedicated to helping Coloradans learn about, apply for, afford, and enroll in high quality health care coverage.

Our *Policy Agenda Principles* exemplify the values of the organization and serve as the paradigm through which we gauge progress toward improving the wellbeing of our state and our organization. We encourage policy makers to utilize our knowledge, expertise and infrastructure to implement viable solutions to improve Colorado’s healthcare landscape. The following principles outline Connect for Health Colorado’s policy agenda:

- Expansion of coverage and the protections for patients realized under the Affordable Care Act are a critical component of health insurance for Coloradoans. Healthy citizens create vibrant communities and strong economies, and we embrace policies that attempt to strengthen, not weaken, Coloradans ability to thrive.
- Technology is an essential component for efficient access to health coverage. The customer’s experience should always be a key consideration for any policy proposal, particularly when making decisions for something as personal as health insurance. We support strategies that place high emphasis on fulfilling the needs of the consumer and view the Exchange’s online platform as best equipped to deliver a streamlined and complete view of the shopping experience.
- Local solutions are best to address the barriers of high cost and access to coverage, particularly in areas outside the Front Range. Colorado’s geography and demographics provide unique challenges in many of our communities, and we encourage innovative, state-based public-private solutions to provide greater access to coverage and care.
- Substantive choice provides an opportunity to evaluate a sensible number of options with apparent and distinct benefits, and is important to providing consumers greater control over their healthcare and coverage decisions. Navigating the health insurance landscape can be cumbersome and overwhelming, and we back efforts to simplify and streamline the ability of Coloradans to attain and retain the right, affordable coverage for their needs.
- Transparency is a key component in providing customers the right information and tools necessary to make the best healthcare decisions for their family. Greater collaboration amongst stakeholders within the healthcare community is important to empowering consumers, and we welcome mechanisms that educate and help families attain and retain affordable coverage best suited to address their needs.