

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 established in 2011 to administer Qualified Health Plans and the premium tax credit for Colorado under the Affordable Care Act, we also embody the philosophy of the “Connector” envisioned in the 2008 nonpartisan Blue Ribbon Commission on Health Care Reform. For more than half a decade we have dedicated ourselves to serving as the state’s leading organization helping Coloradans apply for, enroll and understand their affordable health coverage options. Through the partnerships we forge and the stakeholders we convene, we serve as an essential space for dialogue around the state’s healthcare challenges whereby all involved have a voice in the solutions. We continue to innovate and leverage our technology platform, data, communications and statewide in-person support network that have supported hundreds of thousands of enrollments in private health insurance and Health First Colorado (Medicaid) coverage. With that experience and the partnerships we have built, Connect for Health Colorado is positioned to be a model and advocate for healthcare access, education and consumer engagement.

Through our *2017-2020 Strategic Plan* we reaffirm our commitment as a healthcare reform implementor to support urban and rural Coloradans access coverage that best suits their needs. Connect for Health Colorado is focused not only on what we must do for compliance and what we should do to fulfill our enabling legislation, but also on *what we could do* to further our mission. Our *Policy Agenda Principles* exemplify the values of the organization and serve as the paradigm through which we view progress toward improving healthcare access and affordability in our state. As such, we promote consumer centric policies that will:

- Increase affordability and decrease the overall cost of care
- Support a stable and healthy insurance marketplace across the state
- Streamline access to coverage and reduce barriers to care
- Empower consumers with information and tools needed to make the best healthcare choices for themselves and their family
- Foster collaboration and partnership amongst stakeholders to improve health outcomes for all Coloradans, including the most vulnerable
- Create state-based stability to counterbalance federal policies that are subject to change
- Enable the Marketplace to continue to advance its mission

The healthcare challenges facing Colorado are not the result of any one individual, program, entity, or industry, nor are they created in a vacuum. We believe in strategic, coordinated and collaborative policy creation to provide the best opportunity for thoughtful deliberation and stakeholder buy-in to build a foundation for sustained success. We seek to identify and address unintended adverse impacts, including those of well-intentioned proposals. As a recognized thought leader on healthcare reform implementation, we engage policy makers to use our knowledge, data and expertise to help identify and implement viable solutions to improve Colorado’s healthcare landscape.