

May 9, 2013

Legislative Health Benefit Exchange
Implementation Review Committee
200 East Colfax Avenue
Denver, Colorado 80203

Dear Members:

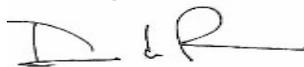
As you know, Colorado has been a leader in implementing a state based health insurance marketplace designed to meet the unique needs of Coloradans. To continue this momentum and ensure that the new marketplace is ready to enroll Coloradans on October 1, 2013, the Colorado Consumer Health Initiative (CCHI) is submitting this letter urging you to support, at a minimum, the \$125 million requested in the Level 2 grant request prepared by Connect for Health Colorado. As explained below, we would also like to see increased funding requested for the health assistance network program. Connect for Health Colorado must have the resources to be successful.

Recent polling by Connect for Health Colorado indicates that only one in ten individuals understand how an exchange works. Connect for Health Colorado must have a sustained and robust outreach, education and enrollment plan in place in order to reach the hundreds of thousands of currently uninsured Coloradans; the health assistance network will be a critical component of that plan. However, CCHI is concerned that Colorado is already lagging in related efforts that could have supported and advanced outreach, education and enrollment. Colorado twice did not apply for consumer assistance program funding from the federal government that would have helped create an early awareness of coming changes in coverage. Furthermore, unlike other states, we believe Colorado is not sufficiently integrating outreach, education and enrollment efforts between the exchange and Medicaid program.

For these reasons, we urge the members of this committee to support Connect for Health Colorado's Level 2 grant application to the federal government. In fact, CCHI is still concerned that the current level of funding for Connect for Health Colorado's assistance program may not be sufficient. We therefore urge you to ensure that the network assistance program is funded as robustly as possible through the Level 2 establishment grant.

Thank you for your consideration. CCHI looks forward to continued discussions with you and other policymakers as Colorado creates an exchange that meets the SB11-200 goals of ensuring access, affordability and choice in health insurance for all Coloradans.

Sincerely,

A handwritten signature in black ink, appearing to read "Dede de Percin". The signature is written in a cursive style with a horizontal line underneath.

Dede de Percin
Colorado Consumer Health Initiative