

Annual Review

July 8, 2013

Governance and Stakeholder Consultation:

- Board met approximately 45 times in last year (July 2012 to July 2013), including in Board Committees (Finance, IT and Implementation, Rules and Regulation Review, Grant Review, Personnel)
- Board approved two grant applications, a Level One Establishment Grant application that was submitted in August 2012 (approved in September 2012), and a Level Two Establishment Grant application that was submitted in May 2013.
- Board voted on over 30 policy decisions, the list is attached.
- Advisory Groups comprised of dozens of stakeholder groups and individuals met more than 55 times separately and in joint sessions to provide input on all of the policy questions that were presented to the Board and to inform operational and outreach activities.
- With Board and stakeholder support, House Bill 13-1245 was passed by the General Assembly in May 2013 and signed into law in June 2013. The legislation establishes funding mechanisms for the Marketplace and allows the organization to establish a separate program to sell ancillary products.
- Tribal Consultation activities continue on ongoing basis, with monthly updates sent to Chairmen Ute Mountain Ute Tribe and Southern Ute Indian Tribe. Next consultation meetings scheduled for late July 2013.
- Board members have conducted numerous presentations across the state about the new marketplace and have testified at the State Legislature about operations, grant applications and other aspects of the organization's progress.
- 2012 Annual Report submitted to the Governor's Office and General Assembly as required by Senate Bill 11-200.

Finance and HR:

- Completed Financial and A-133 audit with no weakness or deficiencies.
- Implemented long term sustainability plan.
- Procured Marketplace banking and lockbox services.
- Applied for and received a six month no-cost extension on the Level 1 grant.
- Implementation of Intacct financial management system is underway.
- COHBE full-time staff at 26 with key senior roles in place. A smaller team of full-time consultants focused primarily on providing specialized technical roles.
- Human Resource initiatives implemented, focusing on wellness and stress management.

Marketplace Technology:

- Release 5 of 6 of the Marketplace system has been delivered by CGI and partners. The system is in User Acceptance Testing.
- Release 5 represents 85-90% of the system functionality and was successfully demonstrated to the federal government on June 28, 2013.
- Developed and successfully integrated a standalone Exchange Eligibility Rules Engine.
- Successful connectivity & data exchange established with SERFF.
- Wave 1 of carrier connectivity testing completed successfully.
- Federal data services hub connectivity testing in progress – successful transfer of data has occurred.
- Developed interfaces between the Marketplace system and the Service Center's CRM (Customer Relationship Management) System.
- Successful communication with the State's Office of Information Technology gateway.
- Successful completion of the Final Detailed Design Review with federal government in June 2013.
- Published 834 (HIPAA formatted enrollment records) & Provider Directory specifications for carriers and received test data from all carriers.
- All consumer notices have been approved and are in coding, 37 translations to Spanish complete.
- Interoperability with Medicaid progressing, testing with the state system scheduled for August.
- Decision Support Tools (Provider Director and Out-of-Pocket Calculator) contracted and scheduled for inclusion in release 6 of the system. Testing has started and data transfer has occurred.
- Issued RFP for independent vulnerability and penetration testing.

Operations:

- Regular meetings ongoing with Division of Insurance (carrier and plan certification), HCPF (eligibility, business processes and customer support) and the Counties to maintain coordinated operations in advance of go-live
- Required security and privacy documents related to implementation have been submitted to CMS and IRS and approved. Necessary policies and controls are being drafted and implemented, respectively.
- Independent Verification & Validation (IV&V) services for review of implementation progress, quality of deliverables and independent testing have been ongoing since late 2012. Three of five reviews have been completed.

- Effective ongoing coordination with carriers resulted in strong participation and successful technology systems preparations. In May 2013, 10 carriers requested permission from the DOI to provide nearly 150 health plans in the Individual Marketplace and six carriers requested permission from the DOI to provide nearly 100 health plans in the Small Business Marketplace. The DOI review process is expected to be completed by the end of July, with final details about rates and health plans expected in August.
- Adjustments being made on an ongoing basis in response to new regulatory information.
- Preparing for Operational Readiness Review in August 2013.
- Open dialogue and collaboration between delivery channels (Assistance Network, Agent/Brokers and Customer Service Center).

Customer Support:

- Contracts for new Customer Service Center in Colorado Springs have been signed, construction is underway.
- CRM technology for call management infrastructure under implementation.
- Customer service center management positions have been filled. Hiring for customer service representatives started.
- Assistance Network grantees selected in May 2013: 57 organizations across the state will serve as Assistance Sites (and/or Regional Hubs). 55 of the organizations will receive grant funding to support outreach and enrollment activities.
- Ute Mountain Ute Tribe submitted proposal to become Assistance Site and talks are ongoing with Southern Ute Indian Tribe about becoming an Assistance Site to provide support to members of their Tribes and the community.
- Education of Assistance Network participants starting in July and training to start in late July.
- Colorado Health Foundation grant of \$2 million approved to support Assistance Network.
- More than 800 insurance agents and brokers have signed up for information about the certification process to serve Connect for Health Colorado customers. Training expected to begin in August.
- Training program development underway; first Train-the-Trainers completed (22 trainers on board).
- ACD/IVR (Automated Call Distribution/Integrated Voice Response) system procured. Integration with CRM and Marketplace technology underway.

Outreach and Education:

- Launched new brand in May 2013.
- First State-based Marketplace to launch mass media campaign (statewide TV, radio, print, bus, transit) in May 2013 (in conjunction with brand launch).
- Marketing campaign focusing on message that competition makes the consumer a winner and that nearly half a million Coloradans will be eligible for new financial help
- English and Spanish versions of TV, radio and print.
- YouTube, Facebook, Twitter channels; videos of Coloradans talking about importance of having insurance and interviews about the Marketplace on television shows.
- Twitter feeds have more than 500 followers.
- Toll-free phone number established in May 2013 and distributed across advertising and website channels in June 2013 (1-855-PLANS-4-YOU).
- More than 210 presentations given across the state, reaching over 8,000.
- 24 volunteer speakers in Speakers Bureau, 2 outreach coordinators in rural CO, thousands reached.
- Over 1,400 receiving weekly educational updates through email.
- Calendar of Events posted on website and promoted on social media.
- New educational webinars started in June 2013; 267 attended the first webinar and submitted more than 90 questions; webinar recorded and posted on website.
- Ongoing earned media coverage statewide and nationally – TV, radio and print.
- Informational website redesign completed.
- Collateral materials for distribution are in design (individuals, businesses, Spanish-language, Native American, large print, tax credit info).
- Providing information pieces, such as newsletters, to partner organizations to disseminate to constituents.
- Established partnerships with dozens of organizations throughout the state.
- Strategic sponsorships of health-related events and brands under negotiation.
- Marketing and education plan in final planning stage.