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To the COHBE Board and Staff:

The Colorado Consumer Health Initiative (CCHI) is submitting these comments for your consideration before the discussion and vote on displaying quality information scheduled for the September 24th Colorado Health Benefit Exchange (COHBE) Board meeting. This issue was discussed during the August 21st and September 18th health plan advisory group meetings as well as in both the SHOP and individual experience advisory groups. Based on those discussions, we believe most participants seem to favor either one of the following two methods for displaying quality information:

- Providing links (without ratings) from the COHBE website to both Consumer Assessment of Healthcare Providers and Systems (CAHPS) and Healthcare Effectiveness Data and Information Set (HEDIS) data.
- Creating a rating system on the COHBE website based on questions from the CAHPS survey and also linking to the full CAHPS data as well as HEDIS data.

Many COHBE customers will be first time purchasers of health insurance. We are concerned that links to other data, without an easy to use rating system on the COHBE website itself, will be challenging for consumers and may deter Exchange enrollment. To enable meaningful choice, the COHBE should provide consumers with plan comparison tools – in addition to access to skilled and knowledgeable navigators - so they can make informed decisions about their health care.

We appreciate that there are limitations to existing quality and satisfaction measures, including the fact that those data may not reflect the populations who will be buying Exchange plans. We also understand the challenges and costs of creating a meaningful composite rating system based on satisfaction and quality measures by 2014, especially given that the Department of Health and Human Services is developing national standards that may affect how COHBE presents quality measures in 2016 and beyond.

In balancing all these considerations, CCHI believes the second option is the most appropriate for 2014 and 2015: using CAHPS information to present a rating on the COHBE website and linking to the underlying CAHPS data as well as HEDIS data. We look forward to continued engagement on this issue to ensure consumers have the tools they need to get the right coverage for them.

Sincerely,

A handwritten signature in black ink that reads "Debra Judy". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Debra Judy
Policy Director

Colorado Consumer Health Initiative