

Strategic Plan Goal #2

Goal: Maximize the number of consumers and employers who shop and enroll through the health insurance marketplace, and apply for available financial assistance.	Success Measure
Objective #1: Increase enrollment overall.	<ul style="list-style-type: none"> • Increase new customer enrollment by 10% annually beginning with OE 2018. • Retain 75% of customers annually beginning with OE 2018. • Maintain or increase the number of enrollees who are subsidy eligible
Strategies: <ol style="list-style-type: none"> 1. Identify, coordinate and effectively utilize available data sources to improve retention; and identify, target and enroll the most appropriate new customers in health coverage 2. Continue/refine existing and develop new outreach and education mechanisms to target subsidy eligible consumers, non-subsidy eligible consumers and small businesses 3. Explore feasible alternative product (“ancillary”)/benefit solutions available to all new and existing customers (including the Public Benefits Corporation option) 4. Explore expanding Connect for Health Colorado’s organizational scope to encourage marketplace utilization by other states (e.g. regional exchange) or entities (e.g. public employers or carriers) 5. Explore partnerships with established organizations (e.g. healthcare, wellness) that Connect for Health Colorado can align with to attract more/potential customers 	
Objective #2: Increase customer satisfaction.	<ul style="list-style-type: none"> • Customer Satisfaction measure as defined by improvement in net promoter score TBD. • Satisfaction measures for partners and stakeholders TBD.
Strategies: <ol style="list-style-type: none"> 1. Explore improvements in the Service Center structure and processes to improve the customer experience 2. Assess, define and implement system functionality improvements both internally and externally 3. Broaden customer satisfaction surveys to include partners and stakeholders (brokers, assisters, carriers) 	

Goal #2 Strategic Plan Success Measure – Future

Goal: Maximize the number of consumers and employers who shop and enroll through the health insurance marketplace, and apply for available financial assistance.	
Current Success Measures	Possible Future Success Measures
<p>Objective #1 Increase Enrollment Overall:</p> <p>Increase new customer enrollment by 10% annually beginning with OE 2018.</p> <p>Retain 75% of customers annually beginning with OE 2018.</p> <p>Maintain or increase the number of enrollees who are subsidy eligible.</p>	
<p>Objective #2 Increase Customer Satisfaction:</p> <p>Customer Satisfaction measure as defined by year over year improvement in net promoter score.</p> <p>Satisfaction measures for partners and stakeholders.</p>	