

2021- 2024 Strategic Plan: Board Retreat Input

Board Committee Meetings 9.28.20



Board Retreat Ideas

Retreat Comment / Suggestion	Status /Action Plan	Associated Goal / Objective
Continue/expand focus on EBNE population.	Already captured in objective, will include detail strategies/tactics	Goal 3, Objective 2
Help people better understand the resources that are available to them in shopping and using their health coverage.	Covered under new health equity objective, add more detailed strategies/tactics.	Goal 3, Objective 4
Provide information on the performance/quality of plans as part of shopping experience.	Add to strategies/tactics	Goal 3, Objective 1
Activities/policies to support health equity	Added new objective under goal 3	Goal 3, Objective 4
Work with issuers in shaping plans/networks – helps make care more accessible.	Covered under new health equity objective, add more detailed strategies/tactics.	Goal 3, Objective 4

Board Retreat Ideas

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Make movement between Medicaid/CHP/Exchange/Private Insurance easier to provide coverage due to life changes	Add to strategies/tactics	Goal 3, Objective 1
Make plan selection as easy as possible through improved shopping tools that help narrow plan choices – meaningful choice without overly prescriptive plan design regulation.	Add to strategies/tactics	Goal 3, Objective 1
Assist in consumer literacy around financial management for out of pocket expenses and use of plan benefits	Add to strategies/tactics	Goal 3, Objective 1
Encourage/ influence creativity in plan design by issuers by leveraging C4HCO’s shopping and certification resources.	Further develop strategies and tactics	Goal 2, Objective 2
Research active purchaser models implemented by other states.	Add to strategies/tactics	Goal 2, Objective 2

Board Retreat Ideas

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Pursue expanding plan options that bring down the cost of health care through collaboration with other health care purchasing groups.	Add strategies/tactics around costs	Goal 3, Objective 3
Work with alternative employment/contractor providers (gig economy) in expanding health coverage.	Address specifically in tactics	Goal 2, Objective 1
Expand web presence, education and functionality in providing assistance to small businesses and their employees	Included in existing objective, strategies and tactics to be developed	Goal 2, Objective 4
Help reduce the confusion and administrative barriers for employers adopting HRA's.	Included in existing objective, strategies and tactics to be developed	Goal 2, Objective 4
Encourage community based managed care solutions as part of plan offerings to address social determinates of health.	Added new objective under goal 3	Goal 3, Objective 4

Goal #1

	2017 – 2020	Proposed 2021 – 2024
Goal	Advocate to improve access to coverage in rural areas of Colorado.	Improve access to coverage to increase enrollments in rural areas of Colorado.
Objective #1	Encourage carrier participation in rural areas to ensure rural customers have options that fit their health and financial situation.	Increase number of Coloradans enrolled in rural counties.
Objective #2	Increase awareness among rural Coloradans on the benefits available through Connect for Health Colorado.	Increase Connect for Health Colorado's participation in health care policy discussions affecting rural Colorado.

Goal #2

	2017 – 2020	Proposed 2021 – 2024
Goal	Maximize the number of consumers and employers who shop and enroll through the health insurance marketplace, and apply for available financial assistance.	Maximize the number of consumers who shop and enroll through the health insurance marketplace, and apply for available financial assistance.
Objective #1	Increase enrollment overall.	Increase enrollment overall.
Objective #2	Increase customer satisfaction.	Increase enrollment within underserved populations.
Objective #3		Increase customer satisfaction.
Objective #4		Expand number of employers providing access to marketplace coverage to their employees.

Goal #3

	2017 – 2020	Proposed 2021 – 2024
Goal	Improve the ability of customers to attain and retain the right coverage for their needs.	Improve the ability of customers to attain and retain coverage based on their healthcare needs and circumstances.
Objective #1	Assist consumers in better understanding their coverage and how to use it; from plan selection, enrollment, and throughout the plan year.	Educate and empower customers to choose the right plan for their unique circumstances and stay enrolled so they can access the healthcare they need.
Objective #2	Continue to make improvements in the customer eligibility and enrollment experience.	Enhance the eligibility and enrollment systems and processes to improve the customer experience for new and renewing customers.
Objective #3	Ensure that customers continue to have choice in selection of carriers and QHPs by improving the value proposition that the Marketplace offers to carriers.	Ensure that customers continue to have choice in selection of QHP issuers by improving the value proposition that the Marketplace offers to its partnering health insurance companies.
Objective #4		Improve health equity and address SDOH for C4HCO customers.

Goal #4

	2017 – 2020	Proposed 2021 – 2024
Goal	Ensure that Connect for Health Colorado is a healthy and thriving organization.	Ensure that Connect for Health Colorado remains a healthy and thriving organization.
Objective #1	Engage in activities that continue to improve upon the fiscal stability of the organization.	Engage in operational, administrative and financial activities that continue to improve the stability and long-term sustainability of the organization.
Objective #2	Implement activities that further develop human capital and engagement.	Continue to develop human capital, employee engagement, diversity, and inclusion.