

2021- 2024 Strategic Plan: Goals and Objectives Board Update

Board Meeting 10.12.20



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 equity in health care access, coverage and quality and reduce out-of-pocket costs.
Objective #5		Address Social Determinants of Health 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.