



CONNECT *for* HEALTH
COLORADO®



2021 ANNUAL REPORT

Colorado's official health insurance marketplace



By the end of the year,
226,680
 Coloradans enrolled in a 2021
 health insurance plan using
 Connect for Health Colorado.

Connect for Health Colorado®

Annual Report for Plan Year 2021

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Connect for Health Colorado® is a public, nonprofit entity established by the Colorado General Assembly in 2011 to create a health insurance marketplace. Since 2013, we've been helping individuals, families and small employers compare plans, apply for financial help and buy health insurance. As Colorado's official health insurance marketplace, we are the only place where Coloradans can apply for financial help to lower the cost of health insurance and compare their choices side by side.



Dear Governor Polis, President Garcia and Speaker Garnett,

It is my pleasure to present the Colorado Health Benefit Exchange 2021 Annual Report on behalf of my colleagues on the Board of Directors and the staff of Connect for Health Colorado. Inside this report, you'll find information about the organization's major accomplishments, financial plans and strategic goals which forwarded our mission in 2021.

Connect for Health Colorado worked diligently to ensure as many Coloradans as possible could enroll in health insurance coverage to protect their health and finances during the second year of the pandemic. We kept our doors open for nearly eight months, implemented new financial help rules in the customer application (pursuant to the American Rescue Plan Act) and [enrolled more residents in coverage](#) than any previous year of the Exchange's operation. The new federal law was an essential factor in allowing us to work toward our mission to increase affordability.

Amid the [public health emergency order](#), our enrollment partners worked harder than ever to accommodate customers' preferences for appointments all across the state. Whether it was meeting virtually or in person, our experts offered flexible options to make our customers feel safe and comfortable during these unprecedented times.

LOOKING FORWARD

Connect for Health Colorado's staff is hard at work getting ready to implement initiatives that will allow more residents to get the health care they need for years to come. Starting this January, many uninsured Colorado tax filers can use the [Health Care Coverage Easy Enrollment Program](#) to connect to free and low-cost health coverage options. By the start of the next Open Enrollment Period, Coloradans will be able to shop for [standardized health plans](#) on Connect for Health Colorado and its public benefit corporation, [Colorado Connect](#). And thanks to Colorado's [Health Insurance Affordability Enterprise](#), we will be able to offer savings and plans to residents who don't currently qualify under Affordable Care Act rules when they shop on Colorado Connect.

I'm so proud of the work the Connect for Health Colorado staff, and their network of Brokers and Assistants, continue to do. We look forward to working with you and sharing the outcomes of these exciting efforts that make Colorado a healthier state.



A handwritten signature in black ink that reads "Claire v.S. Brockbank".

CLAIRE v.S. BROCKBANK

Chair of the Board
Connect for Health Colorado



2021 in Review

We've accomplished more than ever in 2021; here are the highlights of a remarkable year.



January

Connect for Health Colorado [announces nearly 180,000 Coloradans enrolled](#) in a health insurance plan during the Open Enrollment Period for 2021 coverage, 8 percent above the previous Open Enrollment.



February

Connect for Health Colorado [re-opens on February 8th](#) to help uninsured residents get covered amid the ongoing pandemic.



March

President Biden signs the [American Rescue Plan Act of 2021](#) into law. **Connect for Health Colorado extends the enrollment period through mid-August** and gets ready to implement the health coverage provisions outlined in the law expanding the financial help available on health insurance marketplaces.

HIGHLIGHT



April

Coloradans seeking health insurance can access more savings using Connect for Health Colorado as a result of the American Rescue Plan. **For the first time, ever, individuals and families of most income ranges can qualify for reduced premiums.** People who received unemployment benefits for at least one week in 2021 can qualify for \$0 premium options.

8 percent increase in enrollments over the last Open Enrollment Period

2021 in Review

HIGHLIGHT



May

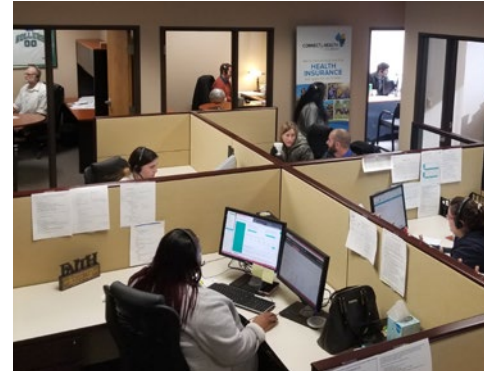
Connect for Health Colorado's Board of Directors [votes in support of the Standardized Health Benefit Plan](#) to provide residents with even better plan choice and more competitive benefits starting in 2023.



June

Connect for Health Colorado hits a **historic enrollment milestone: more than 200,000 Coloradans have signed up** for a plan that provides coverage in 2021.

The United States Supreme Court announces **its decision to uphold the Affordable Care Act**, ensuring that coverage protections, financial help and many other programs can continue helping millions of Coloradans as law.



July

Thanks to funding from the [Health Insurance Affordability Enterprise](#), Connect for Health Colorado launches a summer outreach and advertising campaign to promote the enrollment deadline and new savings available.



August

The enrollment period closes and [36,000 more Coloradans](#) have health coverage as a result.

36,000+ Coloradans enrolled between February and August

2021 in Review



September

Connect for Health Colorado is awarded a [CMS grant for state-based marketplaces](#) to support the implementation of the American Rescue Plan and priority software development work.



October

784 people attend CoverCO, Connect for Health Colorado's annual conference to prepare for Open Enrollment, a 22 percent increase over the previous year. Keynote speakers share about managing burnout and their focus on centering diversity, equity and inclusion in our work.

The Colorado Division of Insurance announces [final rate filings for 2022 health insurance plans](#), which show prices in the individual market increasing an average of just 11 percent statewide over 2021 premiums.



November

Open Enrollment for 2022 health insurance begins. Due to the American Rescue Plan, Coloradans across the state can expect [an increase in Advance Premium Tax Credits](#). Health Insurance Affordability Enterprise funds allow Connect for Health Colorado to provide customers with even richer plan benefits when they make a certain income and enroll in a Silver-level plan.

HIGHLIGHT



December

December 8, 2021 is [Get Covered Colorado Day](#). Connect for Health Colorado establishes the day of action to raise awareness of enhanced savings available and to encourage as many Coloradans as possible to enroll during the annual Open Enrollment Period.

By the end of the year, 226,680 Coloradans enrolled in a 2021 health insurance plan using Connect for Health Colorado.

2021-2024

Strategic Plan & Goals

Connect for Health Colorado's Board of Directors set **four strategic goals** to further our mission to increase access, affordability and choice for individuals, families and small employers purchasing health insurance in Colorado. Here's how the organization worked toward those goals in 2021.



19

rural enrollment
center locations



GOAL #1

Advocate to improve access to coverage in rural areas of Colorado.

Connect for Health Colorado partnered with hospitals in rural and frontier areas of Colorado to increase access to expert help at their source of care. We offered assistance at 44 [Enrollment Center locations](#) statewide, with 19 of those locations in rural Colorado. Virtual enrollment options continued to be a critical tool for rural communities by reducing travel time and making appointments more accessible.

On the policy front, we presented at the [Colorado Rural Health Center's annual conference](#) and held a special rural health panel at our CoverCO conference to highlight the struggles of access to care with partners across the state. We also added a position on our Community Engagement and Outreach Team to develop and strengthen relationships in Southern Colorado.

2021-2024

Strategic Plan & Goals

GOAL #2

Maximize the number of consumers and employers who shop and enroll through the health insurance marketplace and apply for available financial assistance.

During the extended enrollment period (February 8, 2021- August 15, 2021), [approximately 36,350 residents signed up](#) for a health insurance plan. As of the last day of the extended enrollment period, 216,350 Coloradans had signed up for a plan that provided coverage for 2021. That total was 21,000 more health insurance plan sign ups than the same day the year prior— a nearly 11 percent increase.

Thanks to the American Rescue Plan Act of 2021, more Coloradans were eligible for savings on their health plans. In fact, three out of four Connect for Health Colorado customers could find a 2021 health plan for \$25 or less. Enhanced savings continue to be available to residents when they shop on our Marketplace.



36,350

residents signed up
during the extended
enrollment period



2021-2024

Strategic Plan & Goals



4,500

health insurance literacy
conversations



GOAL #3

Improve the ability of customers to attain and retain the right coverage for their needs.

In addition to helping people apply for and enroll in health coverage, Assisters throughout the state had 4,500 [health insurance literacy](#) conversations. These conversations included helping people understand how to calculate health care costs, strategies to avoid delaying health care, using substance abuse and mental health coverage and updates to coverage for COVID-19.

During this Open Enrollment Period, Connect for Health Colorado launched a new state-funded program that provides [customers with a certain income and who enroll in a Silver-level plan with richer plan benefits](#). This program will help customers afford to use their plan and access health care services.

2021-2024

Strategic Plan & Goals

GOAL #4

Ensure that Connect for Health Colorado is a healthy and thriving organization.

Connect for Health Colorado made great strides in updating our training program and platform, which **supports nearly 1,200 certified experts**, as well as our internal rewards and recognition program. The Denver Post recognized Connect for Health Colorado as a [top workplace of 2021](#).

We also **established a software development department**, bringing positions in-house instead of on contract. This growth continues to save on costs and creates greater capacity and flexibility to deliver on priority projects in 2021 and beyond.



2021 Board of Directors

The Board of Directors of Connect for Health Colorado meets monthly to discuss and vote on a range of issues related to the operations of the Marketplace.



Chair of the Board

CLAIRE v.S. BROCKBANK

Chief Executive Officer
Peak Health Alliance



Board Vice-Chair

MARC REECE

Senior Director, State Government
Affairs, Western Region
Aetna



ADELA FLORES-BRENNAN

Executive Director
Colorado Consumer Health Initiative
Aetna



PATRICK GORDON

President
Rocky Mountain Health Plans



DICK THOMPSON

Executive Director
Quality Health Network



ELISABETH ARENALES

Senior Advisor for Health
Governor Polis' Office
Ex-Officio (non-voting member)



Board Chair-Elect

ANNIE LEE

Executive Director, Community Health
and Medicaid Strategies
Children's Hospital Colorado



Board Secretary

MIKE STAHL

Chief Executive Officer
Hilltop Community Resources



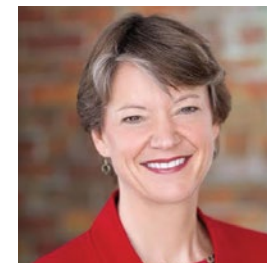
LOREZ MEINHOLD

Executive Director
Caring for Denver Foundation



CHRISTY BLAKELY

Executive Director
Family Voices Colorado



KIM BIMESTEFER

Executive Director
Colorado Department of Health Care
Policy and Financing
Ex-Officio (non-voting member)



MIKE CONWAY

Commissioner of Insurance
Colorado Department of Regulatory
Agencies
Ex-Officio (non-voting member)



2021 Oversight Committee

The Colorado Health Benefit Exchange Oversight Committee is made up of ten state legislators, who guide the implementation of the Exchange and make recommendations to the General Assembly.

SENATOR BRITTANY PETERSEN (Chair)

SENATOR JOANN GINAL

SENATOR BARBARA KIRKMEYER

SENATOR ROBERT RODRIGUEZ

SENATOR CLEAVE SIMPSON

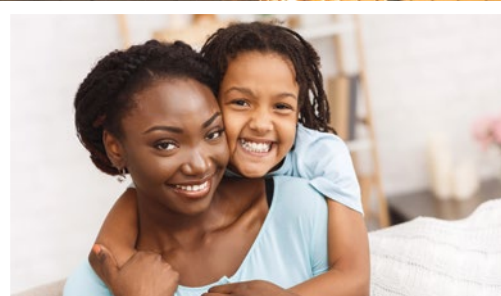
REPRESENTATIVE SUSAN LONTINE (Vice Chair)

REPRESENTATIVE MARK BAISLEY

REPRESENTATIVE MARY BRADFIELD

REPRESENTATIVE MEG FROELICH

REPRESENTATIVE IMAN JODEH



2021 Financials & Operations

The combination of higher enrollments and expense-reduction initiatives resulted in Connect for Health Colorado maintaining a positive financial position for fiscal year 2021.



Enrollment-driven revenue increased in 2021 due to an additional enrollment period from February to August that was combined with increased tax credits provided by the American Rescue Plan. Between April (when we began providing enhanced tax credits) and August (when we closed the enrollment period) we saw a 95 percent increase in enrollments over the prior year.

Our fee-based revenue collected from issuers continued to be our largest source of revenue, providing over 70 percent of the organization's revenues. Grant funding was secured during the year to fund the implementation of the American Rescue Plan and Health Insurance Affordability Enterprise initiatives.

Overall expenditures decreased by over 10 percent in 2021 due in large part to a full year of revamped Customer Service Center operations, which included:

- Bringing certain customer service needs in-house to address more complex situations and to improve efficiencies
- A new service center vendor contract

The technology modernization effort continued through 2021, with the replacement of the shopping and enrollment platform being the primary focus. Additionally, Connect for Health Colorado invested considerable resources to implement new federal and state legislation, such as the American Rescue Plan, the Health Insurance Affordability Enterprise and the Health Care Coverage Easy Enrollment Program.

Financial Summary

Revenues	Fiscal Year 2021 Actual	Fiscal Year 2022 Budget
Fees for Service	\$30,963	\$33,608
Grants and Program Revenue	\$11,708	\$12,145
Total Revenue	\$42,671	\$45,753
Operating Costs		
Customer Service	\$11,837	\$10,312
Technology	\$11,477	\$9,956
Operations	\$11,956	\$14,898
Marketing & Outreach	\$3,739	\$5,892
Total Operating Costs	\$39,009	\$41,058
Income from Operations	\$3,662	\$4,695
Capital Expenditures	\$6,775	\$8,482

\$'s in 000's

For fiscal year 2022, the Board of Directors approved the expenditure budget of \$49 million, which reflects an 8 percent increase in operating and capital costs from the prior fiscal year. The additional funding provides the resources to increase outreach efforts and to complete the modernization of the technology platform, along with supporting the continued implementation of previously passed state legislative initiatives. These investments will result in a stronger shopping and enrollment platform and will expand access to affordable health coverage for Coloradans.

Overall expenditures decreased by over 10 percent



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