

Looking Ahead

Major areas of focus and initiatives 2023-2024



Reflections

- We have learned a lot in the past years from launching new programs, modernizing our systems and listening to stakeholder feedback.
- With major programs and technology improvements implemented, we have developed **four areas of focus** to help us allocate resources for the fiscal year 2024 budget, prioritize our work, and reach our strategic goals.
- Across these focus areas, our primary, overarching focus for fiscal year 2024 will be on core Marketplace processes and functions.

Core Areas of Focus for 2023-2024

Preparing systems
and processes for
additional volume

Improving
resources and tools
to **help customers
make decisions**

Integrating and
modernizing
**application and
eligibility processes**

**Medicaid to
Marketplace Bridge**

Preparing systems and processes for additional volume

Goals:

- Enhance data management and quality
- Implement robust performance monitoring and testing
- Improve issuer data exchange
- Set us up for success as we handle Medicaid unwind, pursue small business strategy and increase marketing and outreach funding/footprint

Strategic Plan Alignment:

- Maximize the number of customers who shop, enroll and apply for available financial assistance
- Ensure Connect for Health Colorado remains a healthy and thriving organization

Customer decision support

Goals:

- Replace and improve customer decision support tools
- Improve health insurance literacy and provide opportunities to educate customers
- Strengthen and expand our outreach, Broker and Assister network

Strategic Plan Alignment:

- Improve the ability of customers to attain and retain the right coverage for their needs and circumstances
- Maximize the number of customers who shop, enroll and apply for available financial assistance

Integrating and modernizing application and eligibility processes

Goals:

- Provide a streamlined application and shopping experience for customers
- Further modernize and improve our eligibility technology
- Enable us to provide additional products to Connect for Health Colorado customers

Strategic Plan Alignment:

- Maximize the number of consumers who shop, enroll and apply for available financial assistance
- Ensure Connect for Health Colorado remains a healthy and thriving organization

Medicaid to Marketplace Bridge

Goals:

- Work with Department of Health Care Policy & Financing, Regional Accountable Entities (RAEs) and other partners to ensure people losing Medicaid or CHP+ transition to Marketplace as appropriate
- Increase outreach presence and Assistance Network staffing in rural communities and to support people who face barriers to health coverage

Strategic Plan Alignment:

- Maximize the number of customers who shop, enroll and apply for available financial assistance
- Improve access to coverage to increase enrollments in rural areas of Colorado



Questions