CONNECT FOR HEALTH COLORADO

CHIEF EXECUTIVE OFFICER (CEO)

POSITION SPECIFICATIONS

CLIENT

Connect for Health Colorado is a marketplace that opened in October 2013 to help individuals, families and small employers across Colorado purchase health insurance and apply for new federal financial assistance to reduce costs. In addition to the shopping website, Connect for Health Colorado offers a statewide customer support network of Customer Service Center Representatives, Health Coverage Guides and licensed agents/brokers to help Coloradans find the best health plan for their needs. Connect for Health Colorado is the only place where Coloradans can apply for advance premium tax credits and cost-sharing reductions to help pay for commercial insurance coverage.

Connect for Health Colorado is a non-profit entity established by a state law, Senate Bill 11-200, that was passed in 2011. The organization, legally known as the Colorado Health Benefit Exchange, is governed by a Board of Directors with additional direction from a committee of state legislators, known as the Legislative Health Benefit Exchange Implementation Review Committee. The Board of Directors is comprised of nine voting members and three state officials who are non-voting, ex-officio members. The Governor appoints five of the nine voting members. Two of the nine are appointed by the Colorado Senate and two by the House of Representatives. By statute, no more than three of these four can be from one political party.

The mission of Connect for Health Colorado is to increase access, affordability, and choice for individuals and small employers purchasing health insurance in Colorado. Connect for Health Colorado is intended to reflect the unique needs of Colorado, seek Colorado-specific solutions, and explore the maximum number of options available to the state of Colorado in meeting the goals of access, affordability and choice.

For more information on Connect for Health Colorado, please see the website at www.connectforhealthco.com.

RESPONSIBILITIES

The CEO is responsible for providing leadership and direction to Connect for Health Colorado in fulfilling its mission. The CEO will work in partnership with the Board in formulating strategic objectives for the organization, and will be primarily responsible for
developing and maintaining effective relationships and communication with key stakeholders including the executive and legislative branches of federal and state government, consumer groups, community organizations, insurance carriers, insurance brokers, and the media.

The CEO oversees all of Connect for Health Colorado’s activities, working closely with the organization’s senior managers and Board of Directors to refine and execute its mission in light of its statutory responsibilities and the health insurance needs of individuals and small businesses. This entails overseeing Connect for Health Colorado’s health insurance programs; policy decisions that set coverage requirements; statewide enrollment and outreach initiatives; eligibility determination, appeals and exemptions; detailed reporting requirements to both state and federal authorities; and the annual administrative budget.

Beyond providing effective leadership to Connect for Health Colorado, the CEO also seeks to advance the need for health systems change more broadly by highlighting the organization’s accomplishments and participating in other avenues of discussion and debate about health care policy.

Key **accountabilities** for the CEO include:

- Ensuring that enrollment goals are met.
- Ensuring that Connect for Health Colorado’s technology and operations are efficient and effective.
- Ensuring the financial sustainability of Connect for Health Colorado.
- Establishing and maintaining effective working relationships with key stakeholders, including the executive and legislative branches of federal and state government, consumer groups, insurance carriers, insurance brokers, and the media.

Key **day-to-day responsibilities** include:

- Manage planning, development, implementation and ongoing administration and evaluation of Board programs.
- Provide overall direction and supervision to the executive staff in carrying out program goals and objectives.
- Recruit, oversee and manage staff.
- Keep the Board informed and provide advice on key policy and operational issues.
- Ensure the smooth operation of programs and operations under the Board's jurisdiction.
- Establish liaison and ongoing communication with stakeholders and the executive and legislative branches of state government with responsibilities related to the duties of the Board and other health coverage issues.
- Work with the Board and the Legislative Health Benefit Exchange Implementation Review Committee to advance the mission of Connect for Health Colorado through legislation, program administration, research and other means, as appropriate.
- Maintain strong liaison and good communication with the executive and legislative branches of state government involved in health coverage issues.
SPECIFICATIONS – CHIEF EXECUTIVE OFFICER
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➢ Assure compliance with applicable state and federal legal and regulatory requirements, including public meeting laws, federal expenditure requirements other fiscal and personnel policies.
➢ Represent the organization and its mission and programs at national, state and local meetings and forums, in the media and at legislative hearings.

The CEO is hired by and reports directly to the Board of Directors of Connect for Health Colorado. S/he manages a staff of 43, currently through eight direct reports, including the Chief Operating Officer, the Chief Financial Officer, the Chief Marketing Officer, the Chief Strategy and Sales Officer, the Chief Technology Officer, the General Counsel, the Director of Product Implementation, and the Executive Assistant/Board Liaison. In addition, there are 30 third party contract personnel working onsite.

EDUCATION AND EXPERIENCE

➢ Bachelor's Degree required. Master’s Degree in Public Health, Public Administration, Business Administration or Public Policy, J.D., or equivalent strongly preferred.
➢ A successful leader with experience overseeing a complex organization of comparable or larger size than Connect for Health Colorado, including staff and budget management experience, with a commitment to fostering a team environment.
➢ Strong strategic thinking and planning skills to partner with the Board in charting a course for the future of Connect for Health Colorado and ensure its sustainability.
➢ Experience working with/reporting to a board, preferably a nonprofit or community board.
➢ Experience making decisions in the public spotlight is preferred.

PERSONAL CHARACTERISTICS

➢ Outstanding interpersonal/communication skills, including public speaking and writing.
➢ Excellent relationship skills and political savvy, to build and maintain good relationships with key stakeholders, including state and federal government, the Colorado legislature, consumers, community organizations, insurance carriers and brokers, and the media.
➢ Strong commitment to the mission of Connect for Health Colorado.
➢ A “thick skin” to withstand public scrutiny and criticism, while maintaining focus on the organization’s mission and goals.
➢ Comfortable and effective working with culturally diverse groups of individuals and able to successfully manage the dynamic and differing needs, interests and viewpoints of multiple stakeholders.
➢ Ability to juggle multiple priorities in a fast-paced environment.

COMPENSATION

Compensation will be dependent on experience and qualifications, and will consist of a base salary and Connect for Health Colorado’s benefit package, which includes health, dental, vision insurance, life insurance, disability insurance and retirement.
savings/matching. For retirement savings/matching, the Company contributes 5% of an employee’s gross earnings to their 403(b) account annually and employees have an option to contribute their own amount additionally and the Company will match that amount up to another 5% of their annual salary. In addition, employees accrue up to 15 days annually of Paid Time Off (PTO) leave.

NON-DISCRIMINATION

Our client and EFL Associates firmly support the principle and philosophy of equal opportunity for all individuals, regardless of age, race, gender, creed, national origin, disability, veteran status or any other protected category pursuant to applicable federal, state or local law.

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