



## Colorado Choice Health Plans



Serving Colorado for over 40 years, Colorado Choice utilizes a community-focused model. We work hand in hand with local providers to improve access to care and meet the diverse needs of rural populations. With the Company's move over the last few years into additional non-rural counties, we have not lost the values from our rural roots. Our focus continues to be on community and the feeling of responsibility that comes when our members are our neighbors, friends and families. We deliver personalized customer service by real people. We believe our members should expect to receive quality health care as close to home as possible, but know the pathways to care require provider networks along the Front Range into Denver, Colorado Springs, Pueblo, Greeley and Fort Collins.

### Company Statistics

*Founded In:* 1972

*Website:* [www.CoChoice.com](http://www.CoChoice.com)

#### *Coverage Area:*

South central and eastern CO, incl Larimer and Weld counties.

#### *Colorado Membership (2015):*

**Individual Market Membership:** 5,458

**Small Group Market Membership:** 5,147

#### *Network Summary:*

We endeavor to contract with all facilities and providers in our service area; our network includes pathways to care for rural communities into Denver, Colorado Springs, Pueblo, Greeley and Fort Collins.

### COMPANY AT A GLANCE

- Serving Colorado for over 40 years, with personalized customer service delivered by real people.
- Focused on community, because our Members are our neighbors, friends and families.
- Provider network covers rural communities and follows pathways of care into Denver, Colorado Springs, Pueblo, Greeley and Fort Collins.

## MEDICAL LOSS RATIO (MLR)

MLR is a basic financial measurement used to encourage companies to provide value to enrollees. If an insurer uses 80 cents out of every premium dollar to pay its customers' medical claims and activities that improve the quality of care, the company has a medical loss ratio of 80%. A medical loss ratio of 80% indicates that the insurer is using the remaining 20 cents of each premium dollar to pay overhead expenses, such as marketing, profits, health plan salaries, administrative costs such as customer service, and agent commissions.

### MEDICAL LOSS RATIO

#### INDIVIDUAL

Individual Patient Care Costs:



#### SMALL GROUP

Small Group Patient Care Costs:



*The Affordable Care Act requires MLR target of 80% for individuals and small groups. If the MLR is below that, the purchaser will get a rebate on their premium.*

If a MLR is more than 100%, that company spent more money on medical care than it received in premium dollars. Company supplied data is based on the most current annual information available.

## IF YOU ARE PURCHASING A HEALTH SAVINGS ACCOUNT (HSA) PLAN

*If you are purchasing an HSA plan from this company your family deductible will be:* Aggregate

### *Types of Family Deductibles for HSA Plans:*

#### **Embedded Family Deductible and Out-of-Pocket Maximum**

If you are on a family (two or more members covered) medical plan with an embedded deductible, your plan contains two components, an individual deductible and a family deductible. Having two components to the deductible allows each member of your family the opportunity to get her medical bills covered prior to the entire dollar amount of the family deductible being met. The individual deductible is embedded in the family deductible.

#### **Aggregate Family Deductible and Out-of-Pocket Maximum**

If your insurance policy contains an aggregate family deductible, an individual deductible is not embedded in the family deductible. In this situation, before your insurance helps you pay for any of your family's medical bills, the entire amount of the deductible must be met. It can be met by one family member or by a combination of family members. There are no benefits until expenses equaling the deductible amount have been incurred.

## → UNIQUE OFFERINGS AND PROGRAMS

Colorado Choice is doing its part to help lower our members' health care costs by utilizing:

- Care Management Programs with Nurse Navigators to help guide patients towards their health care goals
- Health and Wellness programs and educational materials that are member centric
- Best Practice Protocols developed by physicians and nationally recognized provider organizations

Colorado Choice has also been at the forefront of several innovative projects through our participation in these pilot programs:

- **Prometheus** – provides physicians with individually-based patient information designed to avoid unnecessary costs and improve health outcomes
- **Engaged Benefit Design** – engages both the patient and provider in shared decision making and provides incentives for the use of high value, evidence-based services
- **Colorado Primary Care Initiative** – provides primary care physicians with data and tools to improve the health of their patient populations

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## → AWARDS AND RECOGNITION

Colorado Choice is involved in pilots receiving national recognition:

- We implemented an Innovative Benefit Design pilot, profiled in Health Affairs in February 2013, combining shared decision-making between patients and physicians while removing copays and coinsurance for basic services related to chronic conditions.
- **Comprehensive Primary Care Initiative** – supporting provider practice changes in care delivery by providing funding and data to primary care providers focused on improving quality of care and outcomes. Colorado Choice was one of eight carriers in Colorado awarded participation in this pilot through a national RFP process.
- **Prometheus Pilot** – Using a robust application we place data into the hands of physicians enabling increased access to care to improve outcomes and quality of life for members with chronic illnesses. We are one of only a few health plans across the country delivering this level of data to physicians outside of an integrated health system.

## → IN THE COMMUNITY

Colorado Choice is committed to supporting local communities in the counties we serve. One initiative that demonstrates the Company's commitment is the writing and passage of legislation that enabled the development of a local health access program in an underserved rural market.

This initiative provided access to health care services to employees of small employer groups who had previously been unable to offer health insurance due to the high cost of premiums. Employees enrolled in this program then had access to all health care services available in their community with very low cost sharing.

We now support community-based health incentive programs and wellness initiatives such as the Weigh and Win initiative in the San Luis Valley in south central Colorado, and in northeast Colorado.



For more information please visit  
[ConnectforHealthCO.com](http://ConnectforHealthCO.com)