

# Public Benefit Corporation Status Update

February 10, 2020

## ➤ Initial Name & Branding Development

- Retained Consulting Entity – Internal Stakeholder Survey
  - SWOT Analysis
  - Initial Goals
  - Identify the Customer / Beneficiary
  - Look & Feel – Degree of linkage to C4HCO

## ➤ Articles of Incorporation

- Adoption of the Public Benefit. Obtaining access to and consuming affordable health care services is complex. Helping Coloradans identify and use health care goods and services in a thoughtful and meaningful way provides both financial and wellness benefits to individuals and families. Promoting and offering goods and services to increase health care literacy in Colorado is a public benefit for all consumers of health care goods and services in Colorado. [The PBC] adopts the promotion of health care literacy for Coloradans as a defined public benefit to provide one or positive effects for consumers of health care related goods and services.

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## ➤ Bylaws

- C4HCO as the sole shareholder
- Five Board Members
  - CEO of C4HCO as a standing position
  - Four Directors with one-year term serving @ the pleasure of Board
- Officers
  - President
  - Secretary/Treasurer
- Fiscal Year
- 100 Shares @ \$1.00 Par with additional paid-in capital (\$200,000 total)

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## ➤ Shared Resources and Master Services Agreement (“SRMSA”)

### ▪ Services

This SRMSA contains the terms and conditions for the Services to be provided by C4HCO to [PBC]. The Parties anticipate that each substantially distinct service provided by C4HCO shall be memorialized in a Statement of Work (“SOW”) attached to and incorporated in this SRMSA. Each SOW shall be effective, incorporated into by reference and subject to all the provisions of this SRMSA, when mutually agreed upon and executed by the Parties. The Parties may establish as many SOWs as are reasonably necessary and in such form as is appropriate. The specific provisions set forth in an SOW shall control over the general provisions of this SRMSA.

### ▪ Products

[PBC’s] use and access to such products owned by C4HCO shall be documented in a purchase order reflecting the terms and conditions of such use and access – which may be at no charge as the Parties determine.

### ▪ Licenses

C4HCO may grant to [PBC] the license to use or access various information technology systems, software and the like pursuant to written license agreements reflecting the terms and conditions of such use and access – which may be at no charge as the Parties determine.

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- Statements of Work Under the SRMSA
  - Accounting & Finance
    - Books & Records
    - Banking Relationship
    - Business Licenses as Required
    - Tax Returns & Reporting
  - Marketing & Communications
    - Brand Management
    - Marketing & Outreach
    - Web Page
    - “Public Benefit” Reporting

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- Statements of Work Under the SRMSA continued:
  - Information Technology Services
    - Hosting Solution
    - Data Management Solutions
    - Privacy & Security
    - Data Sharing Solutions
  - Legal / Transactional Services
  - Administrative Services
    - Bricks & Mortar
    - Supplies