

Strategic Plan Goal #1: Advocate to improve access to coverage in rural areas of Colorado.

- Increase the rural enrollments as a percentage of rural population projection\* from the State demographer county population projection (market share), in alignment with the strategic plan.

\*This represents the growth from the traditional open enrollment period (Nov 1-Jan15) through first quarter of 2022 and based on the work of the State Demographer.

Strategic Plan Goal #2: Maximize the number of consumers and customers who shop and enroll through the health insurance marketplace and apply for financial assistance.

- Revise the customer service definition of first call resolution to ensure we are meeting the public expectation of resolving issues when customers raise them to us before November 1, 2021.
- Develop a data management plan and have a vendor selected by the end of the fiscal year for the organization to ensure we are safely and appropriately handling new data points coming into the exchange, as well as developing additional reporting to support customer, board, and stakeholder information needs.

Strategic Plan Goal #3: Improve the ability of customers to attain and retain the right coverage for their needs.

- Provide and regularly review a revised Roadmap that shows the implementation delivery for the Easy Enrollment for the 2022 tax year ready to implement by January 1, 2022
- Provide for the implementation of the state cost share reduction for the Health Insurance Affordability Enterprise for OE 9 starting November 1<sup>st</sup>, 2021
- Support Colorado Connect and their development of a business plan for the public benefit corporation by the end of June 2022 (may be redefined by the PBC to be earlier).
- Coordinate the development and implementation for standard plan options with the Division of Insurance (OE 10 implementation starting November 1, 2023)

Strategic Plan Goal #4: Ensure that Connect for Heath Colorado is a healthy and thriving organization.

- Stay on target with the organizational financial metrics that are reviewed quarterly by the Finance and Operations Committee.
- Continue improving the scores in the employee survey
- Continue improving communications and leveraging the Connect for Health Board and coordinate between the Colorado Connect and the Health Insurance Affordability Fund boards.