



STRATEGIC GOAL #3 METRICS

Monica VanBuskirk – June 22, 220

TODAY'S PURPOSE:

Provide guidance on outcomes that will demonstrate success in achieving objectives related to customers' ability to attain and retain the right coverage for their needs.



2017-2020 Strategic Plan

(click title to link to full plan)

1. Advocate to improve access to coverage in rural areas of Colorado
2. Maximize the number of consumers and employers who shop and enroll through the health insurance marketplace and apply for financial assistance
- 3. Improve the ability of customers to attain and retain the right coverage for their needs**
4. Ensure that Connect for Health Colorado is a healthy and thriving organization

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

Objectives & Strategies

Objective #1: Assist consumers in better understanding their coverage and how to use it; from plan selection, enrollment, and throughout the plan year.

Strategies:

1. Increase health insurance literacy throughout the plan year
2. Enhance online decision support tools to enable consumers to better understand their options and make the right plan selection based on their needs and circumstances
3. Broaden communication channels focused on total “cost of coverage”, “plan selection”, and the benefits of plans offering cost share reductions (CSR)

Objective #2: Continue to make improvements in the customer eligibility and enrollment experience.

Strategies:

1. Pursue a collaborative approach with State and Federal entities to improve processes and reporting for members to move from State to Exchange or Exchange to Federal programs
2. Increase stakeholder, customer service representative, and member awareness of appeals process, policy guidelines, and available resolution pathways
3. Increase customer utilization of knowledgeable assistors to include certified Brokers, Assistance Sites, and others

Objective #3: Ensure that customers continue to have choice in selection of carriers and QHPs by improving the value proposition that the Marketplace offers to carriers.

Strategies:

1. Improve Marketplace enrollment processing
2. Develop seamless Special Enrollment Period approval and verification process to promote timely reporting and reduce the potential for adverse selection
3. Enhance and improve member initiated change reporting
4. Explore additional ways for the Marketplace and carriers to work together to decrease carriers’ cost of doing business, reduce carriers’ administrative burden, and improve member retention and growth

What would success look like?

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Strategies:

1. Increase health insurance literacy throughout the plan year
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JULY PREVIEW

Provide guidance on outcomes that will demonstrate success in achieving advocacy objectives to improve access to coverage in rural areas of Colorado (Goal #1)