

2021- 2024 Strategic Goals

Goal #1:

Improve access to coverage to increase enrollments in rural areas of Colorado.

Goal #2:

Maximize the number of consumers who shop and enroll through the health insurance marketplace and apply for available financial assistance.

Goal #3:

Improve the ability of customers to attain and retain coverage based on their health care needs and circumstances.

Goal #4:

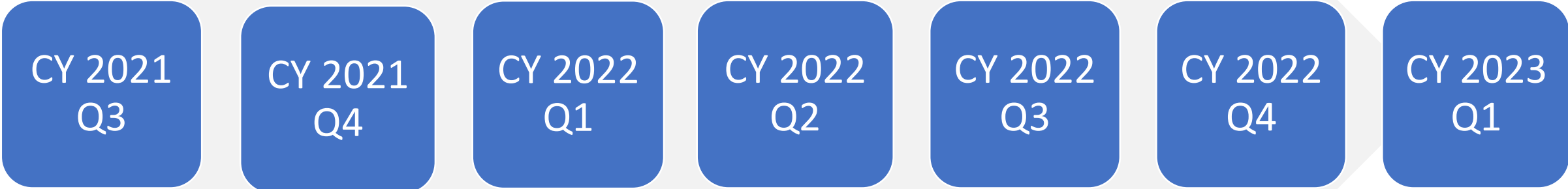
Ensure that Connect for Health Colorado remains a healthy and thriving organization.

Strategic Plan Roadmap



Nov. 2021 Expanded Cost-Sharing Reductions Program via HIAE* launches Updated Assister portal	Jan. 2022 Legacy code replacement Easy Enrollment Program launches	April 2022 Software interface modernization Data management vendor selected	Spring/Summer 2022 Medicaid-to-Marketplace enrollment campaign	Fall 2022 Consumer insights project launch Community needs, outreach & health equity assessment	Nov. 2022 Colorado Connect offers off-Marketplace plans and additional subsidies via HIAE*	Jan. 2023 Standardized plans available through Colorado Connect and the Marketplace
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Major efforts and priorities to meet our goals →



Annual organizational activities →

July 2021 Fiscal Year 2021-2022 Budget	Open Enrollment for 2022 plans	2022 Legislative Session	July 2022 Fiscal Year 2022-2023 Budget	Open Enrollment for 2023 plans	2023 Legislative Session
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*Health Insurance Affordability Enterprise (HIAE)

More to come

By 2023, Connect for Health Colorado is evaluating for prioritization the following major milestones/initiatives:

- **Compliance efforts**, such as re-launching the customer requests to verify application information (document requests)
- **Enhanced customer communications and service**, such as improved notices
- **Small business** strategy and services rollout