

Proposed Strategic Plan Metrics



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

- Increase effectuated enrollment through C4HCO (Report out: total, rural, race/ethnicity, age)*
- Maintain or increase customer retention rate (total, rural)
- Increase the number of enrollees who are screened for financial help

*Metric for CEO goals

ConnectforHealthCO.com

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

- Increase effectuated enrollment through C4HCO (Report out: total, rural, race/ethnicity, age)*
- Maintain or increase customer retention rate (total, rural)
- Increase the number of enrollees who are screened for financial help
- Improve/Maintain Net Promoter Score*
- Eligible But Not Enrolled Trend
- Customer Satisfaction Rating*

*Metric for CEO goals

ConnectforHealthCO.com

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

- Increase effectuated enrollment through C4HCO (Report out: total, rural, race/ethnicity, age)*
- Maintain or increase customer retention rate (Total, Rural)
- Increase the number of enrollees who are screened for financial help
- Improve/Maintain Net Promoter Score*
- Eligible But Not Enrolled Trend
- Customer Satisfaction Rating*
- Expenses Per Member – measure improvements in operations/efficiencies*
- Issuer Satisfaction – Survey*

*Metric for CEO goals

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

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- Maintain or increase customer retention rate (total, rural)
- Increase the number of enrollees who are screened for financial help
- Customer Satisfaction Rating*
- Expenses Per Member – measure improvements in operations/efficiencies*
- Cash/Working Capital – Months Cash on Hand, Working Capital Ratio (measures overall financial health)*
- Issuer Satisfaction – Survey*
- Employee satisfaction – Survey*

*Metric for CEO goals