

# 2022 ANNUAL REPORT

*Colorado's official health insurance marketplace*



# Connect for Health Colorado®

## Annual Report for Plan Year 2022

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Connect for Health Colorado® is a public, nonprofit entity established by the Colorado General Assembly in 2011 to create a health insurance marketplace. Since 2013, we've been helping individuals, families and small employers compare plans, apply for financial help and buy health insurance. As Colorado's official health insurance marketplace, we are the only place where Coloradans can apply for financial help to lower the cost of health insurance and compare their choices side by side.

**232,600<sup>+</sup>**

Coloradans enrolled in a 2022 health insurance plan using Connect for Health Colorado



## Dear Governor Polis, President Fenberg and Speaker McCluskie,

It is my pleasure to present the Colorado Health Insurance Exchange 2022 Annual Report on behalf of my colleagues on the Board of Directors and the staff of Connect for Health Colorado. Inside this report, you'll find information about the organization's major accomplishments, strategic goals and financial plans.

2022 was a year marked by enrollment milestones. At the end of the Open Enrollment Period in January, nearly 200,000 Coloradans had signed up for a health insurance plan; 10 percent above the previous year's end of Open Enrollment total and the highest end of Open Enrollment total since Connect for Health Colorado opened for business in 2013. Counting sign-ups from various Special Enrollment Periods, the Marketplace finished the year with a cumulative 232,683 people enrolled.



LOREZ MEINHOLD

Chair of the Board  
*Connect for Health Colorado*

### For staff, 2022 was a year of intense preparation and planning to successfully implement programs like:

- ✓ Colorado's Tax Time Enrollment Program.
- ✓ The extension of financial help via the Inflation Reduction Act, keeping the cost of staying covered controlled.
- ✓ Senate Bill 22-081, which funds an outreach and education campaign to raise awareness about Colorado's affordable health coverage options.
- ✓ Colorado Connect (Connect for Health Colorado's public benefit corporation and new platform).
- ✓ Colorado Option plans, which provide more plan choice and cost/benefit transparency to customers.
- ✓ The OmniSalud Program and SilverEnhanced Savings on Colorado Connect, which allow people who are undocumented to enroll in Colorado Option plans and get financial help when they qualify.

Staff put their all into growing community partnerships, improving the application systems and training our Assistance Network and Brokers on the new programs, all while enrolling more people on the Marketplace than ever before.

I'm deeply proud of the work Connect for Health Colorado continues to do. We look forward to working with you to help as many Coloradans as possible get the health coverage they need, so they can live life to the fullest.

2022

# Board of Directors

The **Board of Directors of Connect for Health Colorado** meets monthly to discuss and vote on a range of issues related to the operations of the Marketplace.



*Chair of the Board*

**Lorez Meinhold**

Executive Director  
Caring for Denver Foundation



*Board Vice-Chair*

**Marc Reece**

Senior Director  
State Government Affairs  
Western Region, Aetna



*Board Chair-Elect*

**Annie Lee**

Chief Executive Director  
Colorado Access



*Board Secretary*

**Mike Stahl**

Chief Executive Officer  
Hilltop Community Resources



# 2022 Board of Directors



**Mara Baer**  
Founder & President  
AgoHealth, LLC



**Christy Blakely**  
Executive Director  
Family Voices Colorado



**Patrick Gordon**  
Chief Executive Officer  
Rocky Mountain Health Plans



**Allison Neswood**  
Staff Attorney  
Native American Rights Fund



**Dick Thompson**  
Former Executive Director  
Quality Health Network



**Elisabeth Arenales**  
Senior Advisor for Health  
Governor Polis' Office  
*Ex-Officio (non-voting member)*



**Kim Bimestefer**  
Executive Director  
Colorado Department of Health  
Care Policy and Financing  
*Ex-Officio (non-voting member)*



**Mike Conway**  
Commissioner of Insurance  
Colorado Department of Regulatory Agencies  
*Ex-Officio (non-voting member)*

2022

# Oversight Committee

The Colorado Health Insurance Exchange Oversight Committee is made up of ten state legislators, who guide the implementation of the Exchange and make recommendations to the General Assembly.

**CHAIR:** REPRESENTATIVE SUSAN LONTINE

**VICE CHAIR:** SENATOR CHRIS KOLKER

REPRESENTATIVE MARK BAISLEY

REPRESENTATIVE MARY BRADFIELD

REPRESENTATIVE MEG FROELICH

SENATOR JOANN GINAL

SENATOR SONYA JAQUEZ LEWIS

REPRESENTATIVE IMAN JODEH

SENATOR BARBARA KIRKMEYER

SENATOR CLEAVE SIMPSON



2022

# Board Advisory Group

The Connect for Health Colorado Board Advisory Group convenes health insurance Brokers, consumer advocates, health policy experts and enrollment Assistants to use their real-world expertise to improve the customer experience. This group informs Connect for Health Colorado's high-level policy decisions and provides feedback on upcoming changes. For example, the group has provided feedback on Colorado Option plans, American Rescue Plan outreach and Connect for Health Colorado's policy roadmap.





2021-2024

# Overview of Strategic Plan and Goals

Connect for Health Colorado’s Board of Directors set **four strategic goals** to further our mission to increase access, affordability and choice for individuals, families and small employers purchasing health insurance in Colorado.



→ GOAL 1

Advocate to improve access to coverage in rural areas of Colorado.

[Learn more](#)



→ GOAL 2

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

[Learn more](#)



→ GOAL 3

Improve the ability of customers to attain and retain the right coverage for their needs.

[Learn more](#)



→ GOAL 4

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

[Learn more](#)

2021-2024

# Strategic Plan and Goals

→ GOAL 1

## Advocate to improve access to coverage in rural areas of Colorado.

In the spring of 2022, Connect for Health Colorado evaluated partnership applications from Broker and Assister organizations around the state. **We added 9 new Enrollment Center locations in rural areas for a total of 25 rural Enrollment Center locations.** New locations include Durango, Salida, Buena Vista and Crested Butte.

All Assistance Sites set goals to increase outreach to rural communities, and in 2022, **many of our sites expanded their reach.** San Juan Basin Public Health opened a new location in Pagosa Springs, the Senior Resource Development Agency expanded into Otero County and Tri-County Health Network expanded their capacity, now listing 7 locations on the Western Slope where people can get assistance.

On the outreach front, **we increased our involvement with small businesses**, including through new partnerships with the Pueblo and Alamosa chambers of commerce. To raise awareness of the [OmniSalud Program](#) among immigrant families, **we developed relationships with the San Luis Valley and Northern Colorado migrant farmer coalitions**, as well as community-based organizations and hospitals in the Roaring Fork Valley.

**We also engaged with rural Colorado community leaders and health care policy leaders.** Our staff presented at National Rural Health Day, hosted the Colorado Farm Bureau for a CoverCO presentation on Agricultural Mental Health, and presented at Rep. Roberts and Rep. Amabile's town hall, representing Eagle, Routt, Jackson, Grand, Gilpin, Clear Creek and Boulder counties.

25

rural Enrollment  
Center locations



2021-2024

# Strategic Plan and Goals

→ GOAL 2

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

Just days after closing enrollment in January of 2022, we opened a [Special Enrollment Period](#) for uninsured residents impacted by the Marshall Fire or by COVID-19. During these Special Enrollment Periods, more than 6,000 Coloradans signed up for a health insurance plan.

In late January, we launched the [Tax Time Enrollment Program](#). This innovative program was designed to help connect uninsured tax filers to affordable health coverage on Connect for Health Colorado or Health First Colorado (Colorado's Medicaid Program).

Thanks to the increased savings made possible by the American Rescue Plan Act and the extension of those savings through the [Inflation Reduction Act](#) in August, more people than ever before qualify to receive financial help. Currently, three out of four customers are receiving reductions on their premiums.

By the start of the Open Enrollment Period for Plan Year 2023, Connect for Health Colorado launched a new, online platform, Colorado Connect, our public benefit corporation. For the first time, residents who are undocumented in Colorado can enroll in health insurance via the [OmniSalud Program](#) and qualify for the SilverEnhanced Savings [financial help](#) on Colorado Connect.

2021-2024

# Strategic Plan and Goals

→ GOAL 3

## Improve the ability of customers to attain and retain the right coverage for their needs.

**Senate Bill 22-081**, Health Exchange Education Campaign Health-care Services, was signed into law. This law provides funding for Connect for Health Colorado to conduct outreach and education campaigns to raise awareness about Colorado's affordable health coverage options through 2028. In 2022, funding was used to increase the advertising campaign targeted toward Latinx Coloradans, expand community outreach through our Assistance Network and support shared marketing efforts with our Broker partners.

At the start of the Open Enrollment Period for Plan Year 2023, Colorado Option plans debuted on Connect for Health Colorado's Marketplace and Colorado Connect. These plans were designed to provide more cost/benefit transparency, make it easier to compare coverage and help customers find the right plan for their needs.





2021-2024

# Strategic Plan and Goals

→ GOAL 4

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

One area of focus for Connect for Health Colorado is transitioning to products that save money while giving us more control. **In August, we completed a long-running technology project referred to as our “legacy replacement project.”** This project replaced legacy code from the early days of our Marketplace with new, custom Connect for Health Colorado intellectual property. This effort spanned more than four years and allows us to more easily customize our application systems and improve the customer experience over time.

On the operations front, we continued to bring more customer service and technology functions in-house, resulting in cost savings and improved services in those areas.

To promote a healthy workplace and support retention efforts, we implemented paid family leave for our employees.



## 2022 Financials and Operations

Connect for Health Colorado maintained a positive financial position for fiscal year 2022. Overall net operating income improved from the prior year by 50 percent, providing a boost to the funding needed to support current and future technology platform improvements.

### Revenues

Fee-based revenues collected from health insurance companies continued to be our largest source of revenue, providing over 70 percent of the organization's revenues. These revenues increased over the prior year as the result of the **enhanced tax credits** provided by the American Rescue Plan and extended by the Inflation Reduction Act, which **contributed to increased enrollments**. We also received state and federal funding during the year to fund technology improvements and to assist with the expansion of our outreach and marketing efforts through Senate Bill 22-081.

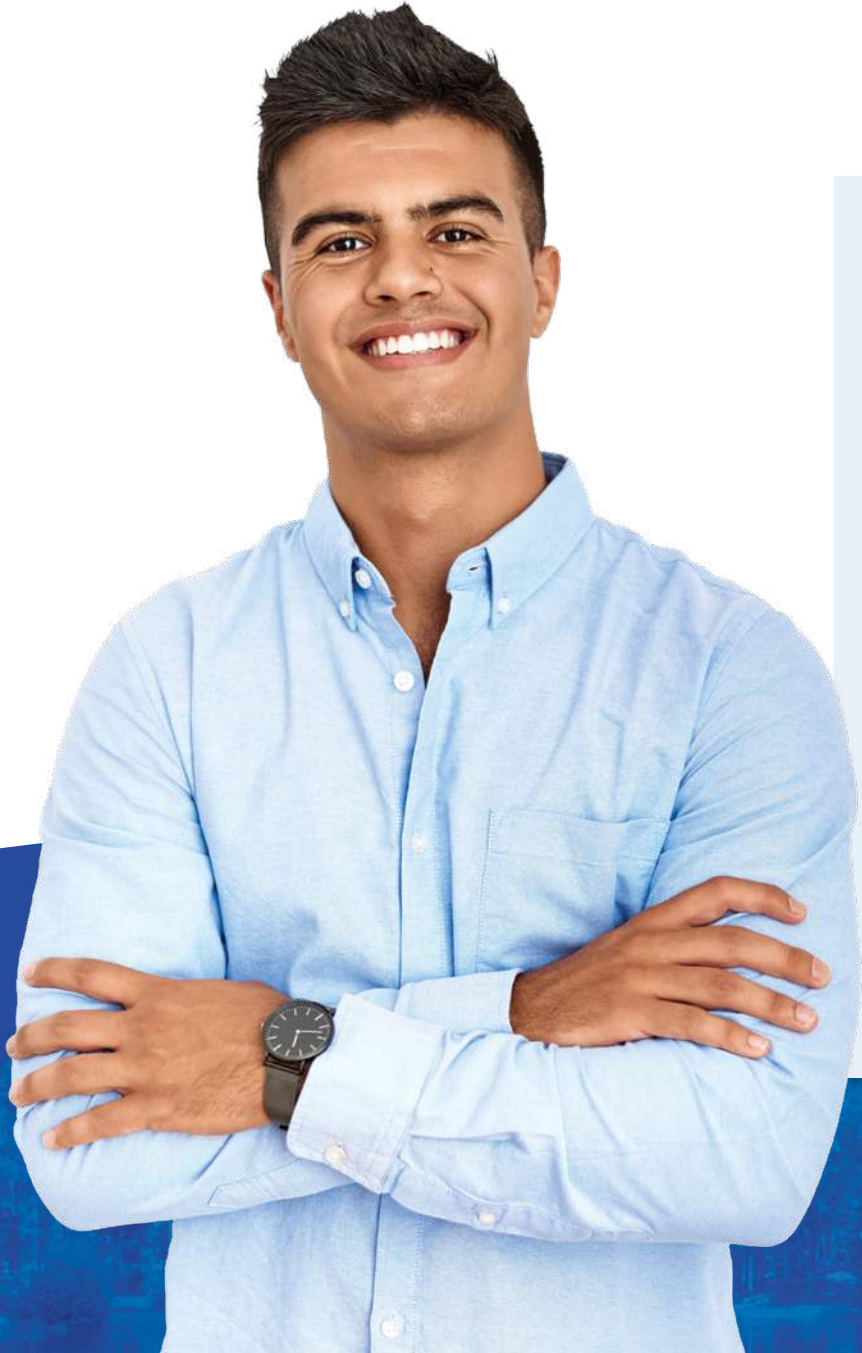
### Expenditures

**Expenditures increased by 4 percent over the prior year** partly due to how our expanded outreach and marketing efforts were funded via Senate Bill 22-081.

We continued to bring customer service and technology functions in-house, resulting in cost savings and improved services in those areas. The investment in our technology continued at a similarly high level as last year with the ongoing effort to replace the legacy shopping and enrollment platform in time for 2023 Open Enrollment. Additionally, we made technology investments related to the implementation of state-legislated programs like the Tax Time Enrollment Program and the Colorado Option standardized plans.

In May of 2022, the Board of Directors approved the expenditure budget of **\$52 million for fiscal year 2023**. This reflects a **9 percent overall increase in operating and capital costs from last year**. We attribute the majority of this increase to technology platform improvement costs, such as completing the replacement of the legacy shopping and enrollment platform and continuing to implement state-legislated programs. These investments will result in a **better shopping and enrollment platform and will expand access to affordable health coverage for Coloradans**.





2022

## Financial Summary

Revenues	Fiscal Year 2022 Actual	Fiscal Year 2023 Budget
Fees for Service	\$34,008	\$36,186
Grants and Program Revenue	\$11,986	\$12,081
<b>Total Revenue</b>	<b>\$45,994</b>	<b>\$48,267</b>
Operating Costs		
Customer Service	\$8,342	\$8,740
Technology	\$12,267	\$12,517
Operations	\$13,174	\$15,711
Marketing & Outreach	\$6,633	\$6,067
<b>Total Operating Costs</b>	<b>\$40,416</b>	<b>\$43,035</b>
Income from Operations	\$5,578	\$5,232
Capital Expenditures	\$6,974	\$8,752

\$'s in 000's

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