CCHI does incredible work advocating for and improving health care access for all Coloradans. As a member of CCHI’s coalition, we’re proud to participate in this essential work that informs effective health policy and impacts the health and well-being of thousands of LGBT Coloradans and their families.”

Leo Kattari, OneColorado
Dear friends and supporters:

As health care advocates working since 2000 to ensure access to affordable, quality health care for all Coloradans, CCHI celebrated 2014 as one of the most historic years in health care. Major health insurance reforms under the Patient Protection and Affordable Care Act (ACA) went into effect and consumers in Colorado and across the nation had new opportunities to enroll in affordable health insurance, many for the first time. CCHI advocated for successful ACA implementation and helped educate Colorado consumers in an effort to get more Coloradans covered. CCHI also welcomed a new Executive Director and several new board members who have been working on celebrating CCHI’s 15th year and identifying the organization’s next strategic efforts. We welcome you to reflect on last year’s highlights and accomplishments and join with us to celebrate year 15 with a refreshed brand identity and renewed passion as we look forward to continuing to advance the consumer perspective to improve health care for all Coloradans!

In health,
Lorez Meinhold, Board Chair
Adela Flores-Brennan, Executive Director

ORGANIZATIONAL IDENTITY

Over the past year, CCHI has updated its vision, mission and core values to reflect the advances that have been made under health reform and to acknowledge the work that we still need to do.

Vision:
All Coloradans can access affordable, high-quality and equitable health care.

Mission:
CCHI advances the consumer perspective to improve health care for all Coloradans.

Core Values
CCHI believes:
» All people in Colorado deserve access to affordable, high-quality, equitable, health care.
» The consumer should have an equal voice represented among other interests in health care policy.
» Health care systems should be designed to operate transparently, provide high value and high quality experiences, and be consumer-centered.
» Our members strengthen our voice and our ability to engage consumers in improving health care in Colorado.

Goals
CCHI’s strategic goals are to:
» Increase the number of insured Coloradans, especially Coloradans with historically higher rates of uninsurance.
» Improve access to and the value of health care and health insurance for Colorado consumers.
» Increase transparency and accountability in the health care system.
» Ensure consumer representation and direct consumer engagement in health care systems change.
Engaging Consumers
CCHI engages consumers to educate them and ensure they can be active in health care policy decisions that affect them. In 2014 we:

» Collected 71 detailed consumer health care stories and gathered 247 surveys from consumers detailing their enrollment experience through Connect for Health Colorado.

» Reached 1,596,247 consumers through social media to make sure they could get the coverage they needed.

» Presented at over 55 events, helping to educate communities across Colorado about health reform.

» Launched new “Getting Covered” webpage to help consumers and health coverage guides with enrollment tools and resources.

» Updated the online and hard copy versions of the Blue Guide to Services for the Uninsured, distributed 634 copies to clinics, community organizations, and policy makers, and created a Blue Guide app.

» Engaged over 250 consumers, partners and stakeholders at the 7th Annual Health Care Day of Action and the 6th Annual Colorado Voices for Coverage convenings.

» Generated thousands of social media shares and a publicity value of over $500,000 in earned media coverage with our 2013/2014 “Got Insurance?” campaign, produced in partnership with ProgressNow Colorado Education to raise awareness of new health insurance options.

» Launched CoveredU.org/SeguroTU.org, our new interactive health insurance literacy website to help consumers better understand their coverage, how to use it efficiently, and select a plan that’s right for them.

» Tested open enrollment messages on social media and distributed results to state and national partners, helping to inform their messaging strategies.

» Published 14 consumer stories in our award-winning Full Exposure blog series.

Public Policy and Advocacy
CCHI works at the state capitol and regulatory agencies to promote policies and solutions that support access to affordable, high quality health care in Colorado.

» Championed and passed legislation to create standards and a compliance framework for hospital charity care for low-income, uninsured Coloradans.

» Supported the creation of a state commission to examine health care costs.

» Promoted consumer protection and clear consumer communication in testimony and comments to the Colorado Division of Insurance.

» Worked with members to align Colorado’s Medicaid program with federal law.

» Helped defeat legislation that would have repealed Colorado’s health insurance marketplace and that would have unduly burdened health coverage guides.

» Continued our leadership on insurance rate review, submitting comments on several proposed rate increases. The resulting scrutiny saved Colorado consumers over $4.6 million.

» Represented consumer perspectives at the Colorado Consumer Insurance Council and as a consumer representative to the National Association of Insurance Commissioners.

» Issued 5 briefs detailing the consumer experience with eligibility and enrollment and making recommendations to Connect for Health Colorado on navigation, the user experience, and the importance of in-person assistance.

» Trained 20 consumers to be ongoing health care advocates through the Boomers Leading Change In Health Advocacy Academy.

Awards
» PR Daily’s 2014 Social Media Awards: Best Cause Advocacy — Got Insurance?

» 2014 Silver Leaf Award: Colorado Consumer Health Initiative and ProgressNow Colorado — Got Insurance?


The AARP Advocates enjoy working with CCHI on health care legislation at the capitol. Their staff is knowledgeable and professional. Together we have worked to pass many bills that improve access to care in Colorado.”

Kelli Fritts, AARP Colorado
As a non-profit centered in advocacy and community education, Servicios de la Raza considers CCHI a critical organization in health advocacy as well as a reliable resource and partner that we can count on.”

Rudy Gonzales, Servicios de la Raza
### 2014 FINANCIALS

**Summary of Financial Data ($1,000’s) 2014**

**Support, Revenue & Other Gains**
- Foundation Grants: $1,000
- Individual Contributions: $16
- Membership Dues: $9
- Program Services: $7
- Events & Other: $4
- **Total Income:** $1,036

**Expenses**
- Program: $932
- Management & General: $187
- Fundraising: $11
- **Total Expenses:** $1,130

**Changes in Net Assets**
- $(94)

**Net Assets Beginning of Year:** $1,146
- **Net Assets End of Year:** $1,052

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**CCHI LEADERSHIP**

**Current Leadership**
- Lorez Meinhold, Board Chair
- Becky Long, Board Secretary/Treasurer
- Phil Bloise

- Chris Crigler
- Melanie Herrera-Bortz
- Leo Kattari
- Myung Oak Kim

- Allie Moore
- Jean Scandlyn
- Anne Smith, Board Member Emeritus
- Debra Thomas

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With special thanks to Barbara Yondorf and Sharon O’Hara for their dedication to the CCHI board in 2014.