



2016

Annual Report



For the **Colorado Consumer Health Initiative**, 2016 was a year of both subtle and major change. As an organization we helped usher in advances in insurance regulations, advance continued policy development on issues like high-priced prescription drugs, surprise billing and free-standing emergency rooms, and support a major strategic pivot to defend gains in health care access and affordability.

Protecting health care gains.

At the end of 2016, CCHI served as the **backbone organization in launching the Protect Our Care Colorado coalition** in response to the threats to the Affordable Care Act and Medicaid. CCHI has supported the Protect Our Care Colorado coalition to activate thousands of Coloradans through social media campaigns, calls to actions, and demonstrations and rallies.

Influencing the consumer health narrative through story telling.

CCHI has collected dozens of stories that demonstrate the impact that access to affordable, quality health care can have on Coloradans. Stories have been shared directly with elected officials to create an understanding of impact in their district, in newspaper, television and radio reporting, and through social media. **Story videos shared through social media have gained over 43,000 views.**

Creating awareness through innovative communications.

CCHI earned 3 Silver Leaf Health Care Communicator awards for CoveredHQ.org and two rap videos that helped spread the word about signing up for health coverage through open enrollment and special enrollment opportunities. The popular videos were also sought after by and adapted for partners around the country.

Winning regulatory changes.

CCHI ensured that network adequacy—**the ability for health insurance consumers to access health providers without unreasonable delay**—remained a priority issue and that Colorado passed rules with improved, consumer-friendly standards that are an example for other states.

Educating consumers and consumer advocates.

CCHI reached hundreds of consumers and consumer advocates through educational opportunities like our annual Colorado Voices for Coverage Conference, Health Care Day of Action and community presentations that provided timely and relevant information about health care and how to engage in health care advocacy.





Expertise in consumer health issues.

CCHI experts presented at national conferences like Families USA's Health Action, National Association of Insurance Commissioners, and the White House Millennial Outreach and Engagement Summit as well as at state conferences like Building Better Health.

25+ bills
were actively influenced by CCHI in 2016 and 2017

Prioritizing consumer health care issues on policy agendas.

Through CCHI's participation and leadership in the health advocacy community, we have kept conversations alive and moving toward improved policy and practice on issues like health insurance outreach and enrollment, health insurance literacy, free standing emergency rooms, surprise out of network billing and balance billing, and the cost of prescription drugs. **CCHI actively influenced over 25 bills in 2016 and 2017 at the state capitol.**

Summary of Financial Data *

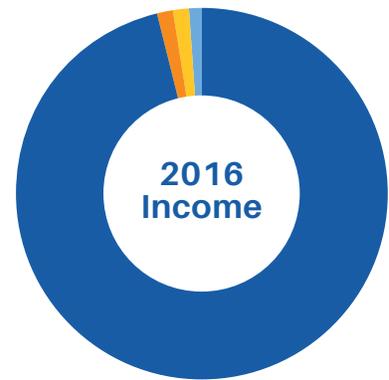
Support, Revenue & Other Gains	2016	2015
Foundation Grants	\$840	\$1,000
Individual Contributions	12	10
Membership Dues	11	6
Program Services	9	8
Events & Other	(4)	11
Total Income	\$868	\$1,035

Expenses	2016	2015
Program	\$778	\$857
Management & General	131	138
Fundraising	1	8
Total Expenses	\$910	\$1,003

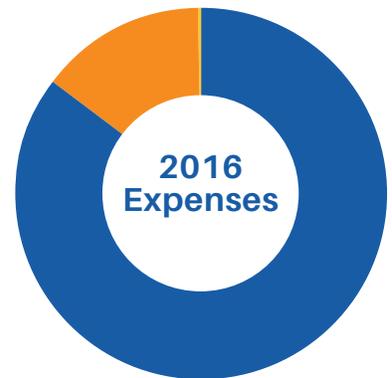
Changes in Net Assets	\$ (42)	\$ 32
Net Assets Beginning of year	\$1,084	\$1,052
Net Assets End of Year	\$1,042	\$1,084

*All dollar amounts indicate values in \$1,000's

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- Foundation Grants
- Individual Contributions
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- Program
- Management & General
- Fundraising



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