

Colorado Voices for Coverage 6th Annual Conference Wednesday, June 4, 2014

Going for the Gold:
Celebrating Success and Training for the Future



8:30 am – 9:00 am **Registration and Breakfast**

9:00 am – 9:45 am **Opening Keynote**

Celebrating Colorado's Success and Training for our Future

Heather Howard
Program Director, State Network

10:00 am – 11:00 am **Breakouts I**

Cross Training: Enrollment Lessons from Other States
Breakout Room I

Marcia Dávalos
Southern California Outreach Manager, Small Business Majority
Emily Polak
State Advocacy Manager, Community Catalyst
Cara Stewart
Health Law Fellow, Kentucky Equal Justice Center

What can Colorado learn from enrollment in other states? That's what this panel aims to answer. We'll hear from national and state-level experts about successful enrollment strategies – and pitfalls we can look to avoid. With thousands of Coloradans successfully enrolling in Medicaid and private insurance through Connect for Health Colorado, these panelists will offer insights on how to fine tune and gear up for the next open enrollment period.

Next Stage in the Relay: Connect for Health Colorado
Breakout Room II

Elisabeth Arenales
Health Program Director, Colorado Center on Law and Policy

Jessica Dunbar
Director of Eligibility, Connect for Health Colorado
Steve ErkenBrack
President and CEO, Rocky Mountain Health Plans

Connect for Health Colorado has gone through the first open enrollment period. What's next on the horizon? Topics will include streamlined applications, special enrollment periods, mitigating churn between public and private insurance, and using quality measures to compare and select plans.

11:15 am – 12:00 pm

Lunch Speakers

Colorado State Senator
Patty Fontneau
Executive Director and CEO, Connect for Health Colorado

12:15 pm – 1:15 pm

Breakouts II

So You Got Insurance, Now What? Health Literacy
Breakout Room I

Peg Brown
Deputy Commissioner, Colorado Division of Insurance
Julia Hutchins
CEO, Colorado HealthOP
Abraham Morales
Senior Associate, Hispanic Insights, SE2

The Affordable Care Act expanded coverage to thousands of Coloradans, many of who have never used health insurance before. Expanding health literacy and communicating how to use insurance is the next big challenge. We'll hear about the hurdles to health literacy and efforts to overcome them. What education must be done? What are the tools and messages? Are there particular needs among Colorado Latinos and avenues to address those needs?

Reaching for the Finish Line: Connecting Underserved Populations to Coverage
Breakout Room II

Mirna Castro
Manager, Coalition for Culturally Appropriate Response & Enrollment Services, Servicios de la Raza
Christie Donner
Executive Director, Colorado Criminal Justice Reform Coalition
Clayton Scherf
Healthcare Enrollment Program Manager, The GLBT Community Center

This panel consists of Health Coverage Guides and outreach pros. Panelists will discuss the keys to providing culturally relevant outreach and assistance. We'll explore the unique needs in different communities and value of trusted messengers. What strategies work to get the word out, to get people in the door, and to get them enrolled?

1:30-2:30

Breakouts III

Making Health Care Affordable for All Coloradans: Curbing Health Care Costs
Breakout Room I

Katherine Blair

Senior Policy Advisor for Health, Office of Governor John Hickenlooper

Marc Reece

Associate Director, Colorado Association of Health Plans

Edie Sonn

Interim CEO and VP of Strategic Initiatives, Center for Improving Value in Health Care

Health care costs have been rising at an unsustainable rate for years – faster than wages and inflation. This panel will discuss efforts in Colorado to address health care costs. From state initiatives to curb health care spending, to getting a grasp on the underlying drivers of costs, to bringing transparency to prices through the All-Payer Claims Database, we'll explore how to make health care more affordable for all Coloradans.

Building a System that Works for the Newly Enrolled
Breakout Room II

Dave Chandra

Senior Policy Analyst, Center on Budget and Policy Priorities

Alicia Haywood

Policy and Advocacy Manager, Colorado Rural Health Center

Sharon O'Hara

Executive Vice President, National MS Society – Colorado-Wyoming Chapter

This panel will explore the facets of a health care system needed to support those who are newly enrolled. Making consumer-friendly enhancements to the plan selection experience, options to promote continuous coverage, ensuring adequate provider networks and access for rural Coloradans, and making vital specialty prescription drugs affordable are just several hot issues on the horizon.

2:30 pm

Adjourn