Colorado Consumer Health Initiative

(Denver, CO)

2012-13 Yearlong Host Organization

Organization description:

Mission: Barrier-free access to quality, affordable health care for all Coloradans

Activities/projects: Colorado Consumer Health Initiative (CCHI) pursues its mission through two primary means – advocacy and policy, and strategic engagement. CCHI influences policy through legislation, rules and regulations and other strategies regarding private health insurance. It brings the consumer voice to inform the policy continuum, from policy formulation to evaluation of effective implementation. In doing so, it strategically engages its members, while strengthening their capacity, meanwhile building a credible narrative and basis for collaboration. CCHI’s strategic plan includes the following goals in the coming 2-3 years:

Policy and Advocacy

Affordable Care Act Implementation

- Lead the effort to create and implement health insurance exchanges so they can be operational by 2014.
  - Set parameters to ensure exchanges will function efficiently and achieve their goals.
  - Take active role in pre-planning, including forums and board positions, to monitor and evaluate progress.
  - Engage key stakeholders and business partners along the way.
- Provide the statewide consumer voice in determining the future of consumer assistance programs.
  - Assist in the creation of consumer assistance programs through board positions and advocacy work.
  - Provide a unified consumer voice on this issue to the State.
- Use legal harmonization of ACA with state statute to improve our health system.

State Policy Work – Setting our state policy agenda

- Mitigate the ratchet back or repeal of existing insurance reform through active, defensive work on legislation, rules and regulations and future ballot initiatives.
- Payment reform.
- Fiscal reform efforts that affect health coverage, delivery, service and reform.
- Monitoring implementation of past state policy work.
- Relationship building with state policy makers (current and future) – governor, legislators and appointed officials.

Limited Federal Work – Policy work on initiatives with direct impact on Colorado state policy

- Monitoring implementation of past federal policy work

Strategic Engagement

- Strategically grow and engage our membership so as to be an effective, integral coalescing body.
  - Create a larger, coalesced movement.
  - Increase number of members that can be strategic statewide partners.
  - Engage members through increased communication and relationship building.
- Create and maintain a unified consumer voice through strategic and deliberate outreach and education efforts.
  - Build statewide consensus among members, partners and stakeholders through strategic outreach.
  - Increase communication with members and partners, including use of social media and recurring points of contact, to establish an informed statewide voice.
  - Develop and enhance trainings and presentations to spread messaging.
Maintain our visibility and positioning as the leader in the health advocacy movement
  - Communications and media outreach strategy and plan.
  - Relationship building.
  - Branding.

**Staff:** 9.5 FTE including 1 PIFP and .5 health policy intern

**Non-discrimination policy:** On file with PIFP.

**Organization Website:** [www.cohealthinitiative.org](http://www.cohealthinitiative.org)

**Fellowship Description:**

Most work will be conducted at the CCHI offices, although there is considerable local Denver travel for meetings, as well as the possibility for limited statewide or national travel.

**Strategic Engagement**
- Train advocates to connect consumers with services in the community by using CCHI’s “Guide to Services for the Uninsured”. This project also includes guide distribution as well as collecting and implementing updates to the guide.
- Field consumer calls and direct them to available resources
- Collect and research information, write, edit and send CCHI’s bi-weekly e-newsletter and other e-advocacy alerts to membership and the community
- Conduct community presentations and support the program manager of the Boomers Leading Change in Health program, funded by the Rose Community Foundation
- Organize consumer legislative testimony, collect stories illustrative of shortfalls in our healthcare system, and work with coalition partners to support solutions to healthcare challenges in our state.
- With Membership Coordinator, plan the annual Health Care Day of Action, CCHI’s legislative advocacy day
- Support Membership Coordinator in cultivating and engaging members and prospective members through forums, emails, and other activities
- Provide training to adults 50+ interested in policymaking and advocacy
- Provide volunteers with the resources to succeed as health care advocates, including policy news and government and advocacy events
- Facilitate volunteer opportunities and volunteer networking

**Advocacy/Policy**
- Track, research and analyze bills introduced during legislative session
- Attend legislative hearings
- Prepare Legislative Scorecard

**Operations/Nonprofit Management**
- Support program staff in writing at least one grant proposal and/or program report
- A short-term project to be defined and dependent on the “current” needs of the organization

**Title:** The Fellow’s title is Consumer Advocate.

**Supervision:** The position currently reports to the Executive Director, the only position other than management staff to do so. The Consumer Advocate has key responsibilities and work within both the Advocacy and Policy initiative, and the Strategic Engagement programs.

**Training/networking opportunities:** Not only will the Fellow assist CCHI in its organizational responsibilities, CCHI is committed to offering professional development opportunities for all staff members. CCHI encourages the CC Fellow to attend workshops, conferences and presentations that are of interest and help with their professional growth. In addition, he/she will sit at various coalition tables that CCHI deems appropriate, work with over 50 co-sponsors organizations while planning our Health Care Day of Action event, network with our members at community resource forums and attend various conferences.
Fellow Qualifications:

- Excellent communication skills, including an ability to consolidate large amounts of information into a concise, user-friendly written format
- Exceptional level of initiative and ability to work independently
- Comfortable working in a small office and closely with others as part of a team
- Interest in health care policy and related issues
- Ability to work with people in need and direct them to appropriate resources
- Successful experience in community organizing, campaign planning, and civic engagement a plus