

Board Strategic Plan: ~~2019-2021~~

Board Goals and Strategies

1. *Improve health coverage, care and outcomes*

- a. ~~Design and implement~~ Improve Cascade Care – both standard plans and public option – to improvedeliver affordability, plan options and value for our consumers
- b. Developing strategies to assist vulnerable populations to reduce the likelihood of experiencing a coverage gap ~~customers leaving Washington Apple Health to maintain their coverage~~
- c. Engage in statewide initiatives to address the underlying cost of care as an affordability and value strategy for consumers

2. *Advance diversity, equity and inclusion (DEI) to narrow health disparities, especially communities of color*

- a. ~~Engage in and develop~~ Develop and engage in a model for Exchange leadership in addressing the social determinants of health, ensuring public health is a key design element
- b. Drive Exchange decisions using DEI principles and an in-depth understanding of our marginalized consumers to improve health care access by asking marginalized communities what they need
- c. Increase the diversity of the Exchange Board, managers and leadership to reflect the people we serve, and increase the cultural humility of our Board, leadership, and staff

3. *Leverage the success of HPF technology platform to strategically expand offered services*

- a. Develop strategies to retain and grow customer use of the Exchange, including options for future Exchange-offered products and services
- b. Focus on innovative customer-based solutions, including feasibility of serving customers who are transitioning to Medicare
- c. Partner with state agencies to reuse our technology to improve customers' experience with health care

4. *Expand innovative approaches to drive health system excellence*

- a. Introduce and foster innovative initiatives to dramatically improve customer experience and engagement
- b. Leverage and build upon the exchange's consumer networks to empower communities to influence ~~how~~ health decisions are made and partner in whole person care
- c. Increase our health literacy efforts to enable people to better understand how to enroll in, use and pay for their health insurance
- ~~e.d.~~ Use data to deepen understanding of customer experience and costs, select measures, and drive informed decisions