



October 1, 2018

The Honorable Annette Cleveland, Chair,  
Health Care Committee

The Honorable Ann Rivers, Ranking  
Minority Member, Health Care Committee

The Honorable Christine Rolfes, Chair,  
Ways & Means Committee

The Honorable John Braun, Ranking  
Minority Member, Ways & Means  
Committee

The Honorable Eileen Cody, Chair, Health Care  
& Wellness Committee

The Honorable Joe Schmick, Ranking Minority  
Member, Health Care & Wellness Committee

The Honorable Timm Ormsby, Chair,  
Appropriations Committee

The Honorable Bruce Chandler, Ranking  
Minority Member, Appropriations Committee

Dear Senators and Representatives:

The Washington State Health Benefit Exchange (Exchange) Board is pleased to submit to you an update of its strategic plan. The five-year strategic plan focuses on striving to be a high-achieving, nimble organization and innovating for the future of health care in the state. The plan contains both short-term goals and longer-term aspirations, and takes into account the Exchange's mission and goals, budget constraints, and the marketplace's dynamic environment.

Since the submission of the last strategic plan, the Exchange has continued to achieve outcomes in the Board's core areas, including improvements in delivering an optimal customer experience; increasing qualified health plan enrollees; providing customers with more decision-making tools; and developing equity measures and benchmarks to measure progress. The Exchange Board will continue to pursue these goals in the coming years.

Thank you for your ongoing interest in the Exchange, and please let us know if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Sims", written in a cursive style.

Ron Sims, Chair