

CALIFORNIA HEALTH BENEFIT EXCHANGE

DRAFT VISION, MISSION AND VALUES

OPTIONS – FOR DISCUSSION ONLY – revised September 21, 2011

	OPTION #1	OPTION #2
Vision - reflects what the Exchange hopes to accomplish in the long run – a vision statement is a short, inspirational phrase	Improve the health of all Californians by strengthening the health care system.	Create a health care system that assures that Californians live healthy lives and have access to affordable, high quality, care.
Mission - is the purpose of the business	The California Health Benefit Exchange will facilitate an innovative, transparent, and competitive health insurance marketplace that allows consumers to choose among high-quality, affordable products.	The California Health Benefit Exchange will foster the ability of consumers to get high quality health insurance while lowering costs through improvement; facilitating an innovative, transparent, and competitive health care marketplace that empowers consumers to choose among affordable health plans and providers.
Values - are the philosophy that the Exchange embodies	<p>The California Health Benefit Exchange is guided by the following values:</p> <ul style="list-style-type: none"> • First class experience: The Exchange will provide a first-class consumer friendly experience, providing culturally and linguistically appropriate and accessible services and products to meet the diverse needs of Californians. • Transparent: The Exchange will actively solicit input from consumers, health plans, providers, government partners and other stakeholders as we make timely, cost effective decisions. • Price Leader: The Exchange will be a price leader in the provision of health insurance and strive for consistency in affordability, accessibility and quality across the entire state. • Innovative: The Exchange will serve as an innovative model of how to provide high-value health care and coverage to meet the needs of individuals, families and small businesses. • Trusted Source: The Exchange will work hard to be recognized as a trustworthy, responsive and accountable source of reliable and accurate information that will assist consumers to make health care 	<p>The California Health Benefit Exchange is guided by the following values:</p> <ul style="list-style-type: none"> • Person and family-centeredness: The Exchange puts people – consumers, patients, and their families – at the center of all its efforts, directly affecting the design, implementation, and evaluation of all the Exchange’s activities. The Exchange will recognize the diversity of the people we serve, in terms of the culture, health status, language, education-level, and many other factors. • Attention to results: The Exchange focuses relentlessly on the three-part aims – better healthcare, better health, and reduced cost through improvement. • Partnership: The Exchange welcomes and solicits ideas from others, seeks to engage all parties in the processes, and works in active partnership with other parts of the State government, the Federal government, clinicians, provider organizations, patients, payers, employers, and others. To be a good partner and catalyst for change in the entire healthcare system, the Exchange is constantly mindful of how its efforts may affect all payers and all Californians. • Openness: The Exchange promotes

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	<p>decisions that are right for them.</p> <ul style="list-style-type: none"> • Nimbleness: The Exchange will operate with all due speed given the urgency of our mission. 	<p>communication, engagement, and creativity across the health care delivery system in California.</p> <ul style="list-style-type: none"> • Accountability: The Exchange is publicly accountable and engages leaders from an array of disciplines to help shape and guide our efforts. • Speed and Agility: The Exchange aims to work nimbly and with all due speed given the urgency of the mission. • Operational Excellence: The Exchange will achieve pride and joy in the work of its team, and a reputation in government and the private sector for speed, responsiveness, reliability, and cooperation.