

The Colorado Option

Saving People Money on Health Insurance



KEY METRICS



132,791

Coloradans enrolled in Colorado Option plans on Connect for Health Colorado during 2025 open enrollment.



47%

of enrollments on Connect for Health Colorado during 2025 open enrollment were Colorado Option plans.



375%

increase in Colorado Option plan enrollment from 2023 to 2025 open enrollment.



14,028

Coloradans enrolled in Colorado Option plans on Colorado Connect during 2024 open enrollment (12,000 through OmniSalud).



\$339 million

in federal Section 1332 passthrough funding due to savings from the Colorado Option and Reinsurance Programs.



64 out of 64

Colorado counties have a gold, silver, and bronze Colorado Option plan for plan year 2025.

OVERVIEW

Established through HB21-1232, the Colorado Option is designed to improve access, affordability, and racial health equity for consumers purchasing health insurance in the individual and small group markets.

Colorado Option plans are plans offered by health insurance companies like Kaiser and Anthem. They are easy to understand and easy to use. Available at the bronze, silver, and gold levels, Colorado Option plans cover all essential health benefits required by the Affordable Care Act (ACA).

Colorado Option plans have predictable and transparent costs. For example, depending on the Colorado Option plan you choose, you may pay \$50 for a specialist visit, without having to worry about a deductible. In a non-Colorado Option plan, that specialist visit may require you to meet your deductible first, so you probably won't know how much you have to pay until you get to the doctor or even after your visit.

\$0 BENEFITS

Colorado Option plans provide many consumer-centered and free high-value services.

\$0 primary care visits

\$0 mental health office visits

\$0 maternity care visits

\$0 diabetic supplies

PREMIUM REDUCTIONS

Through the Colorado Option, the Division of Insurance is controlling costs, which lowers monthly costs for consumers.

The Colorado Option premium targets and public hearings incentivize insurance companies to negotiate lower reimbursement rates with hospitals and healthcare providers, passing savings on to consumers in the form of lower monthly premiums.