

Report Highlights

Connect for Health Colorado

Performance Audit • September 2025 • 2465P



OFFICE OF THE STATE AUDITOR

C O L O R A D O

Key Concern

The General Assembly requested this audit in response to concerns that Connect for Health Colorado (Connect for Health) may be donating money to political fundraisers, following its sponsorship of a fundraiser for a progressive political advocacy organization in 2023. In our testing of a sample of Connect for Health's other sponsorships during July 1, 2023 through December 31, 2024, we did not identify any instances in which Connect for Health sponsored an event for or donated money to a political fundraiser or political fundraising organization. However, we found that Connect for Health did not consistently comply with its sponsorship policies and procedures and should improve its processes to ensure its sponsorships align with its mission. In addition, we found that Connect for Health has improved its financial management practices since our 2017 audit, but should refine its financial policies and procedures and its overall approach to policy management.

Key Findings

- Connect for Health did not consistently follow its own criteria for selecting and sponsoring events/organizations. For example, 15 of the 49 sponsorships (31 percent) that we reviewed did not address a target audience. Additionally, Connect for Health did not consistently document its decision-making processes by retaining documentation to support leadership's approval of sponsorships, anticipated outcomes and attendance for sponsorships, or whether sponsorships met their objectives.
- Connect for Health lacked sufficient criteria and documentation requirements to support that certain sponsorships aligned with its mission to improve healthcare access, affordability, and choice. Specifically, we identified sponsorships for networking and fundraising events, such as the Denver Zoo Flock Party and a golf tournament, that lacked a documented rationale connecting the activity to Connect for Health's mission.
- Connect for Health did not consistently maintain documentation to support approvals or justification for credit card expenditures, vendor selection, and large procurements. In addition, we found gaps in Connect for Health's oversight of the executive administration's use of credit cards, unclear and inconsistent financial policies, and a lack of policy management to ensure policy revisions are complete, consistent, and relevant.
- Connect for Health did not accurately report its Calendar Year 2023 public awareness and outreach campaign expenditures as required by Senate Bill 22-081.

Background

- Connect for Health is a quasi-governmental, nonprofit organization that operates Colorado's official state-based health insurance marketplace with the intent to increase healthcare access, affordability, and choice. Through the marketplace, Coloradans may access state and federal financial assistance programs for purchasing health care insurance. During 2025's open enrollment period, Connect for Health enrolled about 300,000 Coloradans in health insurance plans.
- Connect for Health sponsors events and organizations to provide education on its services, generate brand awareness, and build referral channels and relationships. Senate Bill 22-081 dedicated additional revenue for Connect for Health to

provide outreach and education, including sponsorships. So far, Connect for Health has received \$1.9 and \$1.8 million in Fiscal Years 2023 and 2024, respectively, through Senate Bill 22-081.

- In Fiscal Year 2024, Connect for Health had about \$60 million of revenue and about \$54 million of expenses, including \$5.8 million for marketing and outreach activities.

Audit Recommendations Made	Agency Responses		
	Agree	Partially Agree	Disagree
5	5	0	0