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FOR IMMEDIATE RELEASE

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## Successful Launch to Peak Health Alliance Work in Chaffee County

**Chaffee County, CO** – The Chaffee County Community Foundation (CCCF) is excited to share that its January 8<sup>th</sup> public launch of work with Peak Health Alliance (PHA) to reduce health insurance costs and increase transparency was well attended and well received. The day began with a CCCF-hosted employer forum at the Rotary Scout Hut in Salida at which PHA presented their model for lowering health insurance premiums for Chaffee County residents as soon as 2021. PHA CEO Tamara Pogue said “At Peak, we believe that that communities need to feel empowered to address the unique healthcare challenges facing them. Because each county brings with it different circumstances, a top-down, one-size-fits-all approach simply doesn’t work in a purchasing alliance. Peak has succeeded because our model emphasizes the local control and leadership necessary to help citizens feel part of a locally-driven solution.”

Following this forum, Peak Health Alliance met with the Chaffee County steering committee, convened by CCCF, who will be responsible for the community engagement, and decision making about how to negotiate with local providers, and ultimately, if and which carriers to use for Peak health plans in 2021 in the county. PHA presented Chaffee County claims and Medicare report data to the steering committee, which selected two primary goals that will drive their work here in the county. First, the committee wants to increase the transparency and sense of ownership and voice of community members and employers with the health care providers and carriers. Second, the committee aims to be able to negotiate lower health insurance premiums to be available to Chaffee County residents for the 2021 coverage year. This steering committee is comprised of local leaders including County Commissioner Rusty Granzella, and Director of Public Health Andrea Carlstrom.

The day ended with a meeting between the Heart of the Rockies Regional Medical Center (HRRMC), Peak Health Alliance, and the steering committee. The meeting was positive and HRRMC is continuing their role in the community as an innovator and partner by agreeing to work with PHA and the steering committee to pursue options which could be mutually beneficial.

The timeline moving forward with this work is extremely tight, being driven by the state’s Division of Insurance’s deadline of May 31<sup>st</sup> for insurance carriers to submit their 2021 rate and plan proposals. CCCF and the steering committee will be working to engage community members, employers (both small group and self-funded), providers, and other stakeholders over the next 6 – 8 weeks. The goal of this work is to get a significant number of Letters of Intent demonstrating interest from individuals and employers of all sizes in potential Peak health plans. This letter is non-binding. If you would like a copy, please visit [www.chaffeecommunity.org/community-health](http://www.chaffeecommunity.org/community-health). CCCF Executive Director Joseph Teipel says “I think everyone agrees our health care costs are too high. I am truly excited and optimistic about this model and the potential it has to move the needle for Chaffee residents and employers towards greater transparency and lower premiums.”

For more information or to learn how you can get involved in this important work, please call CCCF Executive Director at (719) 204-5071 or email at [joseph@chaffeecommunity.org](mailto:joseph@chaffeecommunity.org). Simple idea. Lasting impact.

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**About Chaffee County Community Foundation (CCCF)**

CCCF envisions a resilient Chaffee County where residents, nonprofits, businesses, and governments are thriving, interconnected, and well resourced. CCCF’s mission is to act as a catalyst to inspire positive change through the power of philanthropy to enrich the lives of all people in Chaffee County. To do this, CCCF is working with nonprofits, residents, businesses, and municipal governments to increase philanthropy, provide capacity building and technical support to nonprofits, and invest in catalytic projects in the areas of Community Vitality, Community Health, and Community Capacity. In addition, CCCF aims to act as a ‘center for the common good’ by holding space for community conversations and dialogue on tough issues. Learn more at [www.chaffeecommunity.org](http://www.chaffeecommunity.org).

**About Peak Health Alliance**

Peak Health Alliance is a Summit-based nonprofit whose mission is to find ways to provide more affordable, high quality health insurance coverage.

Peak puts the people who buy insurance back in the driver’s seat. Peak’s emphasis on data and analytics and the strength of its community membership gives it the leverage to negotiate directly with providers. Peak’s fee schedule is lower and more transparent, which in turn allows Peak to create a competitive bidding process with insurance companies. Learn more at <https://peakhealthalliance.org/>

PEAK HEALTH ALLIANCE IS A HEALTH PURCHASING COOPERATIVE THAT LEVERAGES THE POWER OF ALL MEMBERS OF THE COMMUNITY TO NEGOTIATE BETTER HEALTH CARE RATES AND OFFER MORE COMPETITIVE

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