1. To facilitate and encourage the purchase and provision of affordable health care coverage.

2. To improve the health care coverage marketplace by structuring the exchange to promote competition on the basis of value and to manage risk selection and anti-selective rate spirals.

3. To provide a one-stop, easy to use, accessible portal for qualified consumers and businesses to learn about and compare options for coverage.

4. To provide a unified and integrated approach for consumer application and enrollment in all health care coverage that is subsidized, with linkages to existing access points for other health and human services for which people may be eligible.

5. To assure administrative efficiency and to optimize administrative funding.

6. To ensure increased access to quality health care through a diverse, robust network of health care providers and social services.

7. To support the goals of health care reform: transformation of the health care system to support improved quality of health care and reduced cost of care.