

**Board Meeting Minutes**  
*Connect for Health Colorado Meeting Room*  
*East Tower, Suite 1025*  
*3773 Cherry Creek N Dr., Denver, CO 80209*  
**August 8, 2016**  
**8:30 AM – 12:00 PM**

**Board Members Present:** Sue Birch, Kyle Brown, Steve ErkenBrack, Adela Flores-Brennan, Eric Grossman, Denise O’Leary, Marc Reece and Nathan Wilkes

**Board Members Joining via Phone:** Davis Fansler and Jay Norris

**Board Members Absent:** Sharon O’Hara and Marguerite Salazar

**Staff Present:** Gabriela Aguilar, Jacob Baus, Brian Braun, Traci Butzen, Luke Clarke, Saphia Elfituri, Kate Harris, Judith Jung, Patricia Meyer, Kevin Patterson, Carolyn Pickton, Taylor Roddy, Lisa Sevier and James Turner

Approximately 13 guests attended the meeting in-person and the conference line was available for people to join by phone.

**I. Call to Order**

- Board Chair Adela Flores-Brennan, called the meeting to order at 8:30 am and welcomed those in attendance, both in-person and on the phone.

**II. Executive Session**

Mr. Flores-Brennan entertained a motion to move into Executive Session to discuss a matters concerning sensitive and confidential issues around a personnel matter. A vote was called for and passed with unanimous approval.

The Executive Session is permitted pursuant to CRS §24-6-402(4)(f).

The Board returned from Executive Session at 9:27 am.

**III. Business Agenda**

- The minutes from the July 11, 2016 Board meeting were voted on and approved.
- The agenda was reviewed and no changes were made.
- Disclosure of Conflicts of Interest: none.

**IV. Board Report**

The August 2<sup>nd</sup> meeting of the Health Benefit Exchange Implementation Review Committee was focused on the landscape of healthcare. CEO Kevin Patterson reported that the committee seems to be working on the larger policy issues that are changing the landscape of healthcare.

The Executive Committee was tasked with reviewing the applications for the Board Advisory Group and bring a list of recommended advisory group members. Of 48 applications, the committee narrowed the applicants to a total of 20 recommended applicants.

It was noted that there is good representation outside of the Denver area; however, despite outreach effort there were no applicants from the eastern plains. Future additions from this are will be welcomed.

There is also a good mix of representation from the various interest groups including brokers, consumer advocates, carriers, and health coverage guides, as well as someone from the IT industry.

The Board determined the group will conduct its first meeting before the end of August.

Ms. Flores-Brennan called for public comment.

The following people had public comment:

Brad Niederman, Niederman Insurance and Colorado State Association of Health Underwriters (CSAHU)

Jackie Healy, CSAHU

Christine Bogott, CSAHU - Addendum

Denise O'Leary motioned that the Board approve the list of candidates as presented for the Board Advisory Group. Marc Reece seconded the motion.

Ms. Flores-Brennan called the motion to a voice vote. The motion was unanimously approved.

#### **Action Item**

- *The Policy Committee will determine specific procedures for the advisory group: including member's terms, the number of terms the members will be allowed to serve and the replacement process for members. These procedures do not need to go back to the board for approval.*

#### **V. CEO Report**

CEO Kevin Patterson informed the Board that leadership is working on a better format for the board action items list, emphasizing the importance of formalizing the list to ensure the items are focused on the goals of the organization. An updated version of the list will be distributed to the Executive Committee, Policy Committee Chair and Finance & Operations Chair for comments and further direction.

#### **Action Item**

- *The updated action items list will be reviewed at the next Executive Committee with the Chairs of the Policy and Finance & Operations Committee before being brought to the Board next month.*

Dan Meuse, with Princeton University, updated the Board on the strategic planning process, first by giving a summary of the information gathering that has gone into the planning process. Next, Mr. Meuse discussed the areas of impact and the operational considerations. The areas of impact are:

- Assisting Coloradans to better understand their coverage and how to use it.
- Improving access to coverage in rural areas of Colorado.
- Increasing the number of consumers taking advantage of financial assistance.
- Reducing complexity/improving the ability of consumers to obtain the right coverage for their needs.
- Increasing the quality of tools and services that Connect for Health Colorado makes available to customers, assisters, small employers and brokers.

There are six operational considerations for Connect for Health Colorado:

- Remaining a trusted & transparent partner
- Becoming a consumer advocate
- Supporting adaptable assistance
- Supporting a broker-friendly marketplace
- Technological considerations
- Maintain a lean organization

Mr. Patterson discussed the next steps in the process:

1. Determine what the strategic plan will look like and how progress will be measured
2. Structure options, including the feedback from stakeholders and consumers
3. Determine the platform and tools needed to implement what the affected parties and board want.

Sue Birch suggested looking into the effects of insurance plans that are offered and the best way to inform the consumers around what products and choices will work best for them.

Ms. Birch also suggested the Policy Committee and Board may want to examine adding a voice to outside issues that could affect the Marketplace in the long run.

Denise O'Leary made a requested more information on what other states have done to partner with other foundations and organizations. Ms. O'Leary also asked for a more specific financial information toward sustainability to be included in the strategic planning process going forward.

Taylor Roddy, Director of Marketing, updated the Board on the customer surveys efforts as well as the marketing strategy for open enrollment 4 (OE4). The customer surveys include:

- Statewide Awareness Survey – to better understand awareness levels
  - Awareness declined slightly in 2016
  - 50% believe Marketplace has a positive impact
  - More respondents aware of the penalty
- Uninsured Online Panel – to understand the various aspects of uninsured Coloradans
  - 40% have shopped in the past 12 months
  - Family, friend or neighbor is the go to resource for information

- Most have had insurance in the past
- Cost is the largest barrier
- Disenrollee Survey – to better understand customers who did not renew (to be completed August 2016)
- Current Customer Satisfaction Survey – to collect data on current customers after they enroll (to be completed post enrollment, January 2017)

A high level overview of the marketing strategy for OE4 included:

- Customer acquisition
- Customer retention
- Channel support
- Increasing brand recognition

There will be an increased focus on identifying possible customers and getting them enrolled into a health plan. This includes renewal of current customers, customer acquisition through warm leads and customer acquisition through lapsed leads.

## VI. Finance & Operations

Brian Braun, CFO, proposed a technology contract consolidation plan, as recommended by the Finance & Operations Committee, to help reach the reductions required for the FY 2017 budget. A large portion of the technology expenditures is maintenance and operations through Connect for Health Colorado's three primary technology vendors: CGI, hCentive and Oracle. Approval is sought to add/consolidate the reoccurring services to existing maintenance and operation services, to allow more financial savings as well as spending predictability.

Eric Grossman requested the consolidated contract to show:

- These are contractual commitments and have been reviewed through legal
- The SLA's will not change with the shift from onshore to offshore
- The term doesn't change

Ms. Flores-Brennan called the recommendation to a vote and it was approved unanimously as follows:

**Yes:** Steve ErkenBrack, Davis Fansler, Adela Flores-Brennan, Eric Grossman, Jay Norris, Denise O'Leary, Marc Reece and Nathan Wilkes.

**No:** None

**Abstain:** None

Marc Reece reviewed the recommendation, by the Policy Committee, on the Public Participation Policy. There was a concern that the previous draft of the policy did not offer enough checks and balances.

The new policy is written so that staff can implement operational decisions without prior approval of the Board and public if a delay in making the decision will have a negative impact

on the organization or an urgent resolution is needed. The CEO will then consult the Board Chair to communicate such actions, and the Board and Oversight Committee will be notified when such decisions are implemented without time for public input. These actions will be placed on the following Board agenda for ratification if necessary.

Ms. Flores-Brennan called the recommendation to a vote and it was approved unanimously as follows:

**Yes:** Steve ErkenBrack, Davis Fansler, Adela Flores-Brennan, Eric Grossman, Jay Norris, Denise O’Leary, Marc Reece and Nathan Wilkes.

**No:** None

**Abstain:** None

James Turner, Director of Technology Operations, gave the Board an update on the Federal Data Services Hub (FDSH) projects.

- There is no impact to the initial enrollment process
- Customers will be noticed of discrepancies
- Customers will have 90-days to submit documentation
- CMS has approved an income threshold of 25%
- There are changes to the shared eligibility system (SES) to capture mitigating factors upfront
- There will be outreach to customers to gather tax filing attestation

**VII. Public Comment**

None

Meeting adjourned at 11:50 am.

Respectfully submitted,

Davis Fansler  
Secretary

**Next Meeting**

September 12, 2016 from 8:30 am – 12:00 pm