

Policy Committee Meeting Minutes
Connect for Health Colorado Meeting Room
East Tower, Suite 1025
3773 Cherry Creek N Dr., Denver, CO 80209
August 22, 2016
3:30 PM – 5:30 PM

Board Members Present: Adela Flores-Brennan, Jay Norris, Sharon O’Hara and Marc Reece.

Staff Present: Brian Braun, Traci Butzen, Beth Deines, Saphia Elfituri, Kate Harris, Judith Jung, Kevin Patterson, Taylor Roddy and Lisa Sevier.

I. Welcome and Introductions

Sharon O’Hara chaired the Policy Committee Meeting and called the meeting to order at 3:30 p.m., welcoming those in attendance, both in-person and on the phone. The July Policy Committee minutes were voted on and approved pending the correction of the name Brad Niederman and not John Niederman as was previously submitted.

II. Updates

a. DOI

Matt Mortier with the Division of Insurance (DOI) gave updates on the Network Adequacy Regulations which have gone out for informal external reviews. The hearings will be held in September. The regulations of interest will include: Provider Directory & Continuity of Care, Essential Health Benefit Regulations and Network Access.

b. HCPF

Marivel Kluckeman with Colorado Department of Health Care Policy and Financing (HCPF) noted that HCPF received a positive result from the Legislative PEAK Audit Committee hearing. They concluded that in general the state has the proper internal controls and processes to do accurate and timely determination of eligibility. There was one audit recommendation to implement automated monitoring around disenrollment.

A new disenrollment notification system has been implemented as of June. A report of consumers eligible for an additional subsidy will be run to give Connect for Health Colorado an opportunity to do some outreach to individuals affected.

III. Board Advisory Group Governance

a. Term Limits

Kate Harris, Policy and Research Manager presented the Standard Operating Procedures Draft (SOP) for the Board Advisory Group’s Governance. These procedures will be presented at the group’s first meeting to allow the group to fully determine the term limits and the member replacement process.

Ms O’Hara made a change to the agenda by moving Outreach & Enrollment ahead of other discussion items.

IV. Outreach & Enrollment for OE4

Taylor Roddy, Director of Marketing and Outreach gave a high level review of the Marketing and Outreach Strategy to include:

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

Connect for Health Colorado is using data driven strategy to level data overlaid with customer files to help target zip codes that have the highest levels of potential customers.

Connect for Health Colorado’s direct marketing strategy includes:

- Current customers
- Customer acquisition warm leads (Medicaid denial file)
- Customer acquisition lapsed leads (Anyone who has an account but not enrolled within the past year)

This marketing will begin in August as Print Collateral and continue through January in the form of Monthly Customer E-Newsletters.

V. SEP Verification

Ms. Harris presented a Policy Committee Update on the Special Enrollment Period (SEP) Verification, stating that there is a national discussion around whether the Federal Facilitated Marketplace (FFM) and State Based Marketplace (SBMs) should verify SEPs beyond accepting attestation through the Marketplace.

Action Item

- *Board Advisory Group to discuss how to move forward in obtaining SEP verifications.*

VI. Consumer Focus Group Report

Ms Harris presented the PerryUndum Report. The methods used for the report included:

- Five two-hour focus groups
- All participants are enrolled in health plans through Connect for Health Colorado
- Two groups in Denver, one group each in Colorado Springs, Alamosa and Grand Junction
- 36 consumers participated in all
- Recruited consumers who have used health services – many have chronic health conditions
- Consumers represented a mix of ages, race, parent/non-parent, type of plan and metal level

VII. Meaningful Choice

An important takeaway from the April 2016 Board Retreat was that Connect for Health Colorado should look at options for how to help our consumers make meaningful choices in order for them to choose the plan that best fits their needs.

- Increased investment in decision support tools
- Changing the types of plans offered or the number of plans offered on the Marketplace
- Top 34 plans hold 78.5% of our enrollment.
- Bottom 34 plans hold ~1.36% of our enrollment

Action Item

- *Bring the meaningful choice matrix information to Board Advisory Group for feedback and discussion.*

VIII. Public Comment

The following people gave public comment.
Deb Judy with the Colorado Consumer Health Initiative.

Meeting adjourned at 5:21 p.m.

Respectfully submitted,

Sharon O'Hara
Policy Committee Chair