

Policy Committee Meeting Minutes
Connect for Health Colorado Meeting Room
East Tower, Suite 1025
3773 Cherry Creek N Dr., Denver, CO 80209
October 24 2016
3:30 PM – 5:30 PM

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

Staff Present: Nyle Boyd, Brian Braun, Traci Butzen, Luke Clarke, Beth Deines, Saphia Elfituri, Kate Harris, Judith Jung, Ian McMahon, Kevin Patterson, Lisa Sevier and James Turner.

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 September Policy Committee minutes were voted on and approved.
- The December meeting is scheduled on an observed holiday. The Committee made the decision to tentatively schedule the December Policy Committee meeting for December 19, 2016, only if needed.

Kevin Patterson, CEO took a moment to inform the Committee he is a part of an on-going meeting called “Health Care Conversation”. The purpose of the meeting is to discuss possible ways to help members of the population whose income falls within just above the 400% to 600% over poverty levels get the support they need.

II. Updates – HCPF

Marivel Klueckman, Eligibility Division Director with Colorado Department of Health Care Policy and Financing (HCPF) updated the Committee on the policy changes HCPF recently implemented. The Income and eligibility verification policy was updated to automatically include individuals who had not responded to income verification. These individuals will be automatically included in the “Eligible But Not Enrolled” (EBNE) report.

III. Broker Policy

Judith Jung, Chief Operating Officer reviewed the Broker Relationship and Compensation Policy. The Committee revised the draft policy to add Regulation 10-22-112, revised under senate bill 16-006, which indicates how the Marketplace will work with brokers. The Committee recommended the policy go to the board for full board approval. It was noted that Jay Norris abstained from the decision due to conflict of interest.

IV. Option 3 – Cascadia Report

Ms. O’Hara introduced a discussion around the Cascadia Concept Paper created by Cascadia Strategies. Cascadia was asked to do a feasibility assessment on the third option out of five, as a consideration for the Marketplace’s Strategic Plan.

To start off the discussion Kevin Patterson explained option 2 as streamlining the Marketplace by making changes in the enrollment process; while option 3 involves moving the eligibility services platform to HCPF and the Governor's Office of Information Technology (OIT).

The Committee made the determination to remove options 1, 4 and 5 from consideration:

- Option 1, staying the course without any major alterations, is already off the table due to organizational changes that have been completed. Options 4 and 5 are too costly and remove much, if not most, of the control from the state.

Action Item

- *At the next Policy Committee meeting, Connect for Health Colorado staff will present an overview of what the Marketplace would look like using option 2 or option 3.*

V. Strategic Plan: Discussion & Next Steps

During the October Board meeting, the board had requested staff to come back to the Policy Committee with a more refined outline of the strategic plan draft goals. Ms. Jung stated that many of the outstanding action items have been added to the draft goals as objectives. It was noted that the board requested an additional goal be added, which states "Connect for Health Colorado is a healthy and thriving organization." After an in depth discussion, the Policy Committee updated the goals to the following:

- **Goal 1: Work with the broader Colorado Community to Address the high healthcare costs in rural areas.**
 - Objective: Encourage carrier participation in rural areas.
 - Objective: Working with stakeholders to address high cost of health care.
 - Objective: Maintain a presence and build relationships with community leaders/influencers, brokers and assisters.
 - Metric: Number of carriers and plans available in rural areas.
- **Goal 2: Increase the number of consumers taking advantage of financial assistance and cost share reductions (CSR).**
 - Objective: Increase enrollment overall.
 - Objective: Increase customer satisfaction.
 - Objective: Establish ongoing process to facilitate awareness among and enrollment of those who are APTC eligible but not enrolled.
 - Objective: Reduce complexity and continue to maintain a high level of compliance.
 - Objective: Continue to improve consumer tools.
 - Metric: The number of consumers using financial assistance and cost share reduction.
- **Goal 3: Improve the ability of customers to attain and retain the right coverage for their needs**
 - Objective: Reduce complexity.
 - Objective: Ensure that consumers continue to have choice in selection of carriers and QHPs.
 - Objective: Encourage collaboration between channels to ensure enrollees access the appropriate channel on the Qualifying Health Plan (QHP) best suited to their individual or family needs.

- Objective: Assisting Coloradans to better understand their coverage and how to use it.
- Objective: Increase the quality of tools and services that Connect for Health Colorado makes available to customers, assisters, small employers and brokers.
- Objective: Increasing awareness and knowledge of health literacy for pre and post enrollment.
- Objective: Mitigate the effects of churn between Medicaid and the Marketplace.
 - Task: Facilitate stakeholder consensus and implement process for managing SEP enrollments.
 - Task: Staff to consider using media, messaging and advertising to accomplish this objective.
 - Task: Support enrollee’s health literacy through the use tools and services to further their understanding of coverage and how to use it.
 - Task: Establish a process and benchmarks for measuring customer satisfaction and retention.
 - Task: Evaluate/research the effectiveness of using a Quality Rating System to inform the consumer on the Qualifying Health Plan (QHP) selection.
- Goal 4: Connect for Health Colorado is a healthy and thriving organization.
 - Objective: Compliance with federal and state regulations.
 - Objective: Establish a process and benchmarks for measuring employee engagement and retention.
 - Objective: Develop a structure for and improving the feedback loop between C4HCO staff, the Board, advisory groups and other stakeholders.
 - Objective: Evaluate revenue opportunities, including the development of a Public Benefits Corporation, that support sustainability of the Marketplace.

Action Items

Clean up the Strategic Plan Draft – Goals, Objectives, Metrics to present to the board for feedback.

VI. Public Comment

The following members of the public gave comment:
 Bethany Pray, Colorado Center on Law and Policy
 Chris Bogott
 Eileen Hunt, Health Coverage Guide

VII. Adjourn

Meeting adjourned at 5:32 p.m.

Respectfully submitted,

Sharon O’Hara
 Policy Committee Chair