

***Board Meeting Minutes***  
*Connect for Health Colorado Meeting Room*  
*East Tower, Suite 1025*  
*3773 Cherry Creek N Dr., Denver, CO 80209*  
**July 8, 2013**  
**8:30 AM – 12:15 PM**

**Board members present:** Richard Betts, Susan Birch, Peg Brown, Ellen Daehnick, Steve ErkenBrack, Mike Fallon, Eric Grossman, Gretchen Hammer, Sharon O’Hara, Kevin Patterson, Arnold Salazar, and Nathan Wilkes.

Staff present: Camisha Bailey, Marcia Benshoof, Cammie Blais, Jessica Dunbar, Adela Flores-Brennan, Patty Fontneau, Caren Henderson, Lindy Hinman, Kyla Hoskins, Bill Jenkins, Christa McClure, Myung Oak Kim, Lisa Sevier, Heather Taber, Laura Villanueva, and Adele Work.

Approximately 25 people attended the meeting in person and additional people joined by phone.

**I. Business Agenda**

There were no additions or edits made to the May 10, 2013, May 13, 2013, or June 10, 2013 Board meeting minutes.

**Vote:** The minutes were unanimously approved. There were 9 voting members present.

There was one change made to the agenda. The Technology Demo was postponed due to security reasons. There will be a demo during the August Board meeting.

There were no disclosures on any new conflicts of interest. Gretchen Hammer informed Ellen Daehnick and Sharon O’Hara that she and Patty will have an orientation for them prior to the next board meeting.

**II. Board Development and Operations**

1. Board Chair Report

***a. Board Membership Update***

Gretchen Hammer extended a welcome to Ellen Daehnick and Sharon O’Hara, who would be replacing Rob Ruiz-Moss and Beth Soberg.

Gretchen Hammer shared with the Board that Richard Betts would be resigning as Vice-Chair of the Board. The Articles of Governance state that a new Vice-Chair may be elected at this annual meeting to fulfill the remainder of his term. Board officers are elected every 2 years in the even years, so there would not be a full reelection of officers until the 2014 Annual Meeting.

Richard Betts thanked the Board for the opportunity to serve as Vice-Chair. He shared with the Board that he believed the Vice-Chair should be geographically located in Denver in order to provide the proper support to the Board Chair that this position required.

Steve ErkenBrack requested that the election be held at the next Board meeting. Gretchen Hammer also shared that Committee positions would need to be reevaluated, including the chairmanship of both the Finance and IT & Implementation Committees. Elections would be held at the next Board meeting. In the interim, Gretchen asked the Board to contemplate the Vice-Chair position and the new Committee chairmanships that were open. Richard Betts also suggested that the Board think about if any new Committees are needed.

### **III. Exchange Development and Operations**

#### **1. CEO Report**

##### ***a. Grant Update***

Patty Fontneau reported that no word had been received on the Level 2 Grant. July 1<sup>st</sup> marked the 45<sup>th</sup> day since submission, so she anticipates hearing soon. Patty did share that they had received word that the 6 month extension on the 2<sup>nd</sup> Level 1 Grant had been approved. Nathan Wilkes asked about any cuts made to the Level 2 Grant. Patty Fontneau replied that while we know the grant will be impacted by the sequestration, the amount of impact was unknown as of the July 8<sup>th</sup> meeting and nothing had been received in writing.

Gretchen Hammer thanked the staff for their hard work on the grant application.

##### ***b. Annual Review***

Patty Fontneau walked the Board through the [Annual Review](#) summary document. Areas highlighted included: Governance and Stakeholder Consultation; Finance and HR; Marketplace Technology; Operations; Customer Support; and Outreach and Education.

#### **2. Finance Committee Update**

##### ***a. Recommendation on Investment Options for New Funding***

###### ***i. Presentation***

Cammie Blais presented on a [recommendation](#) for financial investment options for the funds received from Cover Colorado reserves. Funds received through HB 13-1245 must be deposited in a banking institution that is FDIC insured and compliant with the Public Deposit Protection Act. Cammie reviewed the banks that were contacted and the range of rates available in the marketplace. Given the restrictions, the committee recommended that Connect for Health Colorado move the funds into the proper account type at First Bank, while continuing to search for additional PDPA compliant diversification opportunities to obtain the maximum possible return. Connect for Health Colorado staff will also work with the Finance Committee to develop a long-term Investment Policy for Board approval.

Richard Betts shared that the Finance Committee had discussed and unanimously voted to move forward with this approach. Because of this, no additional motion was needed.

No further Board discussion.

*ii. Public comment*

No public comment.

*iii. Vote*

**Vote:** The motion was unanimously approved. There were 9 voting members present.

3. IT & Implementation Committee Update on IV&V Report #3

Adele Work gave an overview of the [third IV&V Report](#). Eric Grossman shared that the IT & Implementation Committee had met to discuss the report in detail. There were many questions about testing and performance risks, and he felt that staff was able to adequately address all questions raised in Committee.

4. Report on Comments on HHS Notice of Proposed Rulemaking (NPRM): Oversight and Monitoring of Privacy and Security Requirements

Due to the tight timeline of the comments deadline, Patty Fontneau and Steve ErkenBrack had agreed this item should come straight to the Board rather than trying to squeeze in a Rules and Regulations Review Committee meeting prior to the Board meeting.

*i. Recommendation*

Bill Jenkins reviewed the [comments](#) that staff was seeking to submit on the Oversight and Monitoring of Privacy and Security Requirements. The proposed rule would require Exchanges to report all privacy and security incidents and breaches within one hour of discovering the incident or breach to CMS. The comments asked for clarification of several items.

**Steve ErkenBrack moved to approve the Connect for Health Colorado staff recommendations for the Comments on Oversight and Monitoring of Privacy and Security Requirements. Richard Betts seconded the motion.**

Eric Grossman asked if there are privacy and security policies that the Board has already voted on. Bill Jenkins replied that the Board has voted on the overall security and privacy elements, which delegated responsibility to Patty Fontneau and senior staff for the implementation of the more detailed aspects. Our current policy does have a response aspect built in, called the Incident Response Program.

Eric Grossman asked if there were any conflicts seen by these new requirements. Bill Jenkins replied that no conflict exists.

Arnold Salazar asked how the Federal Exchange is responding. Bill Jenkins replied that this rule will affect all Exchanges, including the Federal Exchange. While he does not know the mechanisms other Exchanges will be using, many Exchanges are just asking questions at this point.

*ii. Public comment*

No public comment.

*iii. Vote*

**Vote:** The motion was unanimously approved, with two members abstaining from the vote. There were 9 voting members present (Yes: Richard Betts, Steve ErkenBrack, Mike Fallon, Eric Grossman, Gretchen Hammer, Arnold Salazar, and Nathan Wilkes. Abstain: Ellen Daehnick and Sharon O’Hara).

5. Technology Demo

The Technology Demo was postponed due to security reasons. There will be a demo during the August Board meeting.

6. Customer Service

**a. ACD/IVR Vendor Contract**

*i. Recommendation*

Cammie Blais presented on the [recommendation](#) for the Communications Platform for the Contact Center. Connect for Health Colorado worked with their implementation vendor, Eventus Solutions Group, to work through the typical procurement process. Six different vendors were evaluated by a group of Eventus, CGI, and Connect for Health Colorado representatives. The qualified pool was cut down to three and evaluated by a variety of factors, including look and feel of the product, ease of use, and reporting capabilities (including ad hoc reporting). After rating on a multitude of times, price was considered. Interactive Intelligence (“ININ”) was determined to be the best candidate.

Connect for Health Colorado staff recommends that the Board votes to allow Patty Fontneau to enter into a contract with ININ. The overall contract value will be approximately \$845,425 for the overall term of 5 years based on current service center staffing projections.

Gretchen Hammer clarified for the Board that the previous month’s vote was for other components of the Customer Service Center. This particular item fell outside of that vote and thus required Board action.

Eric Grossman asked how this contract compared to the budgeted amount. Cammie Blais replied that the expected cost was within budget.

Nathan Wilkes asked if cost included all the CRM integration. Cammie Blais replied that CRM integration is a separate component as it relates to the service portal. However, this will have an integration piece. Nathan asked if ultimately full integration was expected. Lindy Hinman clarified that it was inclusive in the contract.

Ellen Daehnick asked if there was an upper bound limit to the number of agents that could be supported. Cammie Blais replied that staff had negotiated the minimum number of customer agent seats per month and there was no upper limit. Furthermore, ININ will allow for a one-time business downsizing. If 82 seats are below our needs, we have the opportunity to change the minimum number during the first year of the contract. Ellen asked if this was allowed once a year or only once during the duration of the contract. Cammie clarified that it was a one-time change.

Ellen Daehnick asked if ININ could support a seasonal change. Cammie Blais replied that no additional infrastructure would be required. We would only need to pay more if we required more licenses. ININ is a large supplier and would not have any scalability issues.

**Arnold Salazar moved to accept the staff recommendation to allow Patty Fontneau to enter into a contract with Interactive Intelligence (“ININ”). Nathan Wilkes seconded the motion.**

No further Board discussion.

*ii. Public comment*

No public comment.

*iii. Vote*

**Vote:** The motion was unanimously approved, with two members abstaining from the vote. There were 9 voting members present (Yes: Richard Betts, Steve ErkenBrack, Mike Fallon, Eric Grossman, Gretchen Hammer, Arnold Salazar, and Nathan Wilkes. Abstain: Ellen Daehnick and Sharon O’Hara).

***b. Customer Service Update***

Lindy Hinman gave a high level [customer service update](#). She reviewed the key milestones for the Health Coverage Guides, Carriers, Customer Service Center, Back Office, Small Business Marketplace, Training, and Security.

Eric Grossman asked if in light of the recent federal update, if there had been discussion on continuing to support small businesses for an October 1<sup>st</sup> launch. Patty Fontneau replied that the delay in the employer mandate affected large businesses and would not affect the Small Business Marketplace.

Steve ErkenBrack commented that although the large employer penalty delay would not affect the Small Business Marketplace, he did believe the recent announcement would impact Connect for Health Colorado by affecting a new population of individuals that may come to shop on the Exchange. He asked that the Board discuss these types of decision in the future in order to evaluate how it does or does not affect Connect for Health Colorado.

Sue Birch asked Lindy Hinman to clarify which of the channels touch or intersect directly with different government programs. Lindy replied that the Customer Service Center and Health Coverage Guides will work with HCPF in handoffs and that this interaction will be embedded into the standard operation procedures. The Carriers channel works directly with the DOI. Finally, Security touches both DOI and HCPF. There will be an IRS visit in late July where Connect for Health Colorado will have the opportunity to demonstrate how we are on track with security.

Eric Grossman made a request to identify the key metrics. Lindy Hinman replied that this is something that will be going to the IT & Implementation Committee and coming before the Board in August.

Ellen Daehnick asked specifically to the launch, what are the biggest risks to a successful go-live to meet the promises that have been made and what is staff doing to mitigate these issues. Patty Fontneau replied that this is covered regularly in board meetings and that it will be a standing agenda item moving forward. Lindy Hinman added that there are weekly work plan meetings to identify risks and plan for business continuity.

## 7. Outreach, Education and Marketing Update

Myung Oak Kim [presented](#) an update to the Board on brand awareness and next steps. Myung reviewed the May brand launch and highlighted that 11 million impressions had been made statewide from the television spots alone. She shared that Connect for Health Colorado sponsors the Rockies Injury Report which has generated many views and been a great way to create brand awareness. Myung reviewed website, social media, and search engine statistics. There has been a strong response to Google ads for general information versus specific information, such as information on tax credits. Myung concluded her presentation with an overview of the next stages for both marketing and outreach.

Mike Fallon asked if there was a way to track which website visitors are uninsured. Myung replied that there is not a way for us to capture that information at this time.

Mike Fallon asked that as a consumer who buys through the individual market, why there isn't a push about educating the public that they have to buy insurance. He asked if Connect for Health Colorado is missing our target market if the market does not know that they are required to purchase insurance in the upcoming years. Myung replied that it tested poorly but it is on our radar. Mike replied that it tests poorly because it is distasteful, but that does not change the fact that it is the law. He added that securing this group of consumers is critical to ensuring our success.

Eric Grossman asked if Pilgrim was happy with the first month results and if the impressions were in the expected range. Myung replied that Pilgrim was pleased with the measured results.

Sue Birch added that she will ask the HCPF policy and communications team to see what they can do on the education side. She would like to see HCPF, the DOI, and the Governor's office help with general education communication. Peg Brown added that the DOI is requiring all of their notices to inform folks about Connect for Health Colorado. Mike Fallon commented that this still misses the uninsured population.

Patty Fontneau shared with the Board that Connect for Health Colorado has had the opportunity to highlight the components of our system, how they can be used by other states, and how it can generate savings, both for the re-use state and Colorado.

### **IV. Executive Session – Personnel**

**Richard Betts moved to go into executive session for a personnel discussion.**

No discussion on motion.

**Vote:** The Board unanimously approved the motion to go into executive session for a personnel discussion. There were 9 voting members present.

The executive session adjourned at 12:10 PM.

### **V. Adjourn**

The Board meeting adjourned at 12:11 PM.