

Board Meeting Minutes
Connect for Health Colorado Meeting Room
East Tower, Suite 1025
3773 Cherry Creek N Dr., Denver, CO 80209
September 9, 2013
8:30 AM – 10:56 AM

Board members present: Richard Betts, Lorez Meinhold (for Susan Birch), Ellen Daehnick, Steve ErkenBrack, Mike Fallon, Eric Grossman (via phone), Gretchen Hammer, Sharon O’Hara, Kevin Patterson, Arnold Salazar, Marguerite Salazar, and Nathan Wilkes.

Staff present: Camisha Bailey, Marcia Benshoof, Cammie Blais, Jessica Dunbar, Patty Fontneau, Lindy Hinman, Kyla Hoskins, Bill Jenkins, Myung Oak Kim, Chris Ringwood, Lisa Sevier, Jim Sugden, Jed Summerton, Heather Taber, Laura Villanueva, and Adele Work.

Approximately 40 people attended the meeting in person and additional people joined by phone.

I. Business Agenda

There were no additions or edits made to the August 26, 2013 Board meeting minutes.

Vote: The minutes were unanimously approved. There were 7 voting members present.

There were no changes made to the agenda.

There were no disclosures on any new conflicts of interest.

II. Board Development and Operations

1. Board Chair Report

Gretchen Hammer welcomed Commissioner Marguerite Salazar as the new Board representative for the Division of Insurance.

Gretchen shared with the Board that she, Patty Fontneau, and Ellen Daehnick had met with the Legislative Health Benefit Exchange Implementation Review Committee (LIRC) on Thursday, September 5th. A high level overview of Connect for Health Colorado activities was provided, and overall the committee was generally pleased with the progress being made.

Gretchen Hammer also shared with the Board that they began the conversation about the financial and operational plan. The LIRC’s approval will be needed for a sustainability plan. Gretchen hopes to meet with the LIRC again in early 2014 and move towards a structured approval process.

Steve ErkenBrack asked if there was an understanding from the LIRC that things will look different in December 2014 in comparison to December 2013, and that as time passes there will be shifts and changes in the dynamics. Gretchen replied that although this was not addressed specifically in the meeting, the closing comments from the LIRC indicated that they understood this to be a long-term system implementation.

III. Exchange Development and Operations

1. CEO Report

Patty Fontneau mentioned a few additional items that came from the meeting with the LIRC. Out of the 195 vendors that Connect for Health Colorado has contracted with, 134 are Colorado based businesses – just shy of 70% overall. She also confirmed that the hours of operation for the call center are 7am – 8pm, Monday through Saturday.

Patty Fontneau also shared that the Operational Readiness Review (ORR) with federal agencies had taken place the week prior and consisted of 3 days of demos and discussion. Although written comments and reports will be sent, the verbal feedback provided was positive.

Patty Fontneau mentioned the [Regulations Update](#) that Kyla Hoskins provided as part of the Board packet. Although not listed as a formal agenda item, this information was provided at the Board's request and Patty opened it up for questions. There were no questions from the Board.

Patty Fontneau concluded her report with a brief update on the Certified Application Counselors (CAC) Program. 40 applications were received by the September 6th deadline for training by October 1st. Of these 40 applications, about 20 had been approved for training, 10 are in the process of finalizing missing pieces, and 10 did not seem applicable to this program. The applications include a number of hospitals, medical centers, clinics, and professional organizations. As a reminder to the Board, Connect for Health Colorado is not paying these organizations. Applications will continue to be accepted until the end of September, and training for those applicants will occur after 10/1.

Steve ErkenBrack asked about geographic distribution for these organizations. Heather Taber replied that applications came from a variety of locations, including the Denver metro area, the Western Slope, and Northern Colorado.

Gretchen Hammer asked if the CAC program would be tied into the Health Coverage Guides and their communities in order to provide a focused network of support. Patty replied that there was not a formal plan to link them, but the groups can be encouraged to collaborate.

2. Finance Committee Update

a. Review of June Financial Statements and Updates

Richard Betts shared with the Board that the Finance Committee had met to discuss the June 2013 Financial Statements, which included a [Grant Budget Report](#), [Statement of Financial Position](#), [Statement of Financial Income & Expense](#), and [Statement of Cash Flows](#). Richard shared that as Connect for Health Colorado moves to a new platform and accounting system, it will allow for more flexibility to group expenses under different categories. The Statement of Financial Income & Expense provided an example of information that was present before but now grouped in a different format.

Sharon O'Hara asked for clarification on the role of the Board with regard to the budget. Cammie Blais replied that the board reviews and approves the budget and tracks the financial statements and variances.

3. Operations Committee Update on Final IV&V Report

Nathan Wilkes reviewed the [combined 4th & 5th IV&V Report](#) reviewed by the Operations Committee the previous week. Nathan outlined the three areas that had been highlighted as risks:

1. Testing and Environments. The testing cycles are very compressed and there is some overlap.
2. Service Center. Since the report was written, much progress has been made and the center has opened. The daily operating hours are 8am – 6pm until October 1st, and then will expand to 7am – 8 pm, Monday through Saturday. Patty Fontneau added that one aspect of the previously mentioned Operational Readiness Review was to call the center anonymously and ask questions. The results were very positive as the individual answering the questions was well prepared and able to provide the correct answers.
3. HCPF Interoperability. Patty noted that this would be covered more in depth during the Implementation Checklist discussion.

Sharon O'Hara asked how Connect for Health Colorado is making sure the system will work for actual users. Patty Fontneau replied that the framework itself was modeled after the User Experience (UX) 2014 approach. In addition, Connect for Health Colorado worked with the University of Colorado to ensure usability and readability for those with disabilities. C4HCO has a support network in place for translation needs and layers of support in the call center and Assistance Network. Furthermore, system users from our vendors are testing, our subject matter experts are testing, and users from a variety of backgrounds have been brought in for testing (i.e. college students, parents, etc.). While this is not a complete representation of our target audience, C4HCO has taken steps to ensure that the testers cover a wide range of potential users.

4. Technology/Operations

a. Implementation Dashboard

Patty Fontneau reviewed the most recent [Implementation Checklist](#) that provided updates in 4 main categories: Technology; Customer Service; Marketing, Outreach and Communications; and Operations. Patty noted that there has been a great deal of progress and that testing is occurring 7 days a week as people work around the clock to identify and fix defects before go-live.

Patty called the Board's attention to the Federal Data Services Hub (FDSH) testing and noted that C4HCO has identified a risk with the Social Security Administration (SSA) data hub. Since the SSA data hub operates on an older system, C4HCO has learned that the hub will be down for regular maintenance every night and most Sundays.

Mike Fallon asked what data is needed from the SSA. Adele Work replied that SSN verification is the first service needed – without a verified SSN, additional data will need to be entered and proof of citizenship will need to be uploaded.

Mike asked if the message C4CHO will display will indicate when the system would be available and suggested that C4HCO add a note about the hours that the system is typically available.

Steve ErkenBrack asked if the federal government is trying to fix the problem. Patty Fontneau replied that we have asked them about this and they recognize it is an issue.

Over 99% of the carrier plans had been loaded to date – 307 plans out of 310. Accuracy is critical, and C4HCo is working to ensure that the plans are loaded in the right place, the fields look right, the logos are correct, etc.

Patty Fontneau conducted a high level overview of the status of the listed activities under each of the remaining categories. Under Customer Service, Patty noted that 1400 brokers were signed up for training that was currently in progress. Under Marketing, Patty shared that Myung would be providing another update later in the meeting. Patty asked the Board if they had any additional questions on any of the specific items. Gretchen Hammer asked to revisit the Operational Dashboard at the next Board meeting as C4HCO preps for post go-live activity.

Before taking a break, Gretchen Hammer created the opportunity for public comment on any of the discussed items. There were no comments from the public.

b. Tech Demo and Update

Adele Work gave a quick [technology product update](#) before moving into the live demo.

Chris Ringwood from C4HCO and Jeff Tropeano from Eventus showed a demo of the customer service chat feature that will be available for consumers.

Jeff Tropeano showed the Board the FAQ section and shared that since the system is self-learning, it will learn what the most popular searches are and display those for consumers. As more individuals use the system, it will also start to display popular results for key word searches and predict what the customer is trying to find. Jeff also demonstrated the “Ask a Question” feature that is a web form used to submit a question.

Sharon O’Hara asked if we will be able to capture information about who we are serving, i.e. uninsured, underinsured, chronic disease, etc. Lindy Hinman replied that some of those questions will be part of the information collected as part of the application process and some, such as information about a chronic disease, will not be collected.

Arnold Salazar asked if the chat and FAQs will be available in Spanish. Adele Work replied that both will be available in Spanish at go-live.

5. Outreach, Education and Marketing Update

Myung Oak Kim began her update with showing the Board a video from the August 29th preseason Broncos game. Connect for Health Colorado’s logo was displayed on the field as a computer generated image and was visible to anyone watching the game on television.

Myung then moved into her [presentation](#) on outreach and education activities. County snapshots with rate information from the Division of Insurance were compiled into separate documents that are now available on our [website](#). These documents list the carriers with plans in that specific county, as well as examples of individual and small group insurance rates. They also list out the Assistance Sites serving that county and that contact information will be provided on our website starting October 1st.

Myung introduced Melissa Burkhart of Futuro Sólido, the translation firm C4HCO is using, to provide a brief update on Latino community messaging. Melissa shared that one of the first conversations with C4HCO revolved around messaging tactics to the Spanish speaking communities. Instead of a “come and buy” message, they determined that a “come and learn” call to action campaign would generate more results. . Other messaging

tactics include an emphasis on building trust, quality service, and the importance of protecting family.

Nathan Wilkes asked if the new ads being filmed include any Spanish specific ones, or if they will be dubbed over in Spanish. Myung replied that they will be available in Spanish. Patty Fontneau added that the first set of ads did not feature any actors speaking, so there was no “dubbing” since they all had a voiceover.

Sharon O’Hara asked if the Spanish website is available now. Myung replied that it is still being worked on but will be available. Lorez Meinhold asked if there are Spanish radio ads. Myung replied yes.

Myung shared with the Board the different education resources available at a variety of locations and the new print-on-demand service available for the Assistance Network Sites, Agents/Brokers, Partners, and Community Groups. Myung concluded with a list of places that C4HCO will be presenting at in the next month.

Gretchen Hammer reminded the Board that the next Board meeting will be on September 23rd.

IV. Adjourn

The Board meeting adjourned at 10:56 AM.