



2014 Advisory Group Discussion

January 13, 2014

Goals/Objectives

- **Create transparent and collaborative planning process for stakeholders to provide meaningful input to the Board and Marketplace staff**
- **Promote informed decision making for the Marketplace to improve its customer service and impact across Colorado**
- **Develop an organized and predictable meeting structure for stakeholders**

Background

- Since early 2011, more than 100 members plus many from the general public have participated in advisory groups to inform staff and the Board as it made key policy, outreach and business strategy decisions.
- Groups include the Small Business Health Options Program (SHOP) Advisory Group, the Health Plan Advisory Group, the Individual Experience Advisory Group, and the Outreach and Communications Advisory Group. Depending on the topic, some Advisory Groups met jointly.
- Following the launch of the Marketplace, staff would like to revisit with the Board the current Advisory Group structure to align with the business' next stage of development—maintenance and operations.

Options

- 1. Streamline the feedback process by consolidating from four (4) Advisory Groups to two (2) The Outreach and Communications Advisory Group would stay intact, with a review of membership and the other three AGs would be merged to focus on the two main markets served through the Marketplace—individual and small group**
- 2. Add additional AGs or subgroups if there is a need for focus on specific policy and operational topics**
- 3. Maintain current AG structure with a review of membership and Charters**

Next Steps

- **Identify approach based on Board discussion**
- **Review of membership:** Existing members can choose to indicate their interest in continuing to volunteer in Advisory Groups, by an identified deadline
- **Identify responsibilities-examples:**
 - Attendance requirements
 - Document meeting recommendations
 - Advisory Group Chairs and sub-chairs and Marketplace staff will develop agendas and facilitate member discussions.
- **Revise term limits**
- **Review of Charters**

Potential 2014 Topics

- **Marketing strategies (C4HCO and its partners)**
- **Quality display** – A review of other state’s solutions, feedback on the current C4HC solution, and a discussion on what can / should be changed for the 2015 plan year.
- **Choice revisited** – How much choice is a good thing and should QHP certification include maximum limits on the number of plan designs? We would need to talk about this from an Individual and SHOP perspective.
- **Website experience “lessons learned” Focus Group**– An opportunity to gather any and all feedback on the application flow, quick eligibility calculator, display of eligibility results, plan display and comparison tools, SHOP process, broker portal, HCG portal etc.
- **Decision support tools** – how does C4HCO consider utilizing claims data after we have a year of claims experience?
- **Managing “churn”**



Discussion