

Policy Committee Meeting Minutes
November 26, 2018
3:30 PM – 5:30 PM

Board Members Present: Claire Brockbank, Mike Conway, Adela Flores-Brennan, Jay Norris and Sharon O’Hara

Staff Present: Dustin Arnette, Brian Braun, Kelly Davies, Saphia Elfituri, Kelly Guthner, Kate Harris, Ian McMahon, Kevin Patterson, Ilana Rivera, Jackie Sanderson, Lisa Sevier and Ezra Watland

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.

II. Updates

a. Colorado Department of Health Care Policy and Financing (HCPF)

There were no updates from HCPF.

b. Division of Insurance (DOI)

Matt Mortier, Director of Compliance at Colorado Department of Regulatory Agencies, gave the following updates:

- On December 3, 2018, the DOI will have a public rule making hearing. Among the rules to be heard are:
 - Network adequacy standards and reporting requirements for ACA-compliant health benefit plans
 - A rule concerning non-contracted emergency room claims
 - The coverage of the 10 essential health benefits as required by the Affordable Care Act and state law by short-term health plans
- The DOI has received feedback from stakeholder on the meaningful difference rule, and the rule is being finalized for a wider external review.

III. Strategic Plan Review

Staff gave an update on the organization’s multi-year strategic plan goals:

- Goal 1: Advocate to improve access to coverage in rural areas of Colorado
 - Revamped enrollment center process and expanded enrollment centers in rural Colorado
 - Ensured the broker and assister network in rural Colorado is strong and thriving, including ease of access to assistance
 - The assistance network spends more per capita in rural Colorado vs urban Colorado
 - Earned media visibility through newspapers, local radio and events
 - Trained assisters in ways to develop media opportunities

- Goal 2: Maximize the number of consumers and employers who shop and enroll through the health insurance marketplace and apply for available financial assistance.
 - Improving the user experience with the new eligibility system (NES)
 - Brought a digital strategy inhouse and increased use of digital marketing
 - Target messaging for marketing
 - Looking for solutions for small businesses
 - Building relationships with organizations that could help attract new customers
- Goal 3: Improve the ability of customers to attain and retain the right coverage for their needs.
 - Improving the shopping experience with the human centric designed NES and the Quick Cost and Plan Finder (QCPF) tool enhancements
- Goal 4: Ensure that Connect for Health Colorado is a healthy and thriving organization.
 - Future investments toward planning a more efficient operation and flexible cost structure

Action Item

Ezra Watland to provide committee members with number of brokers that recertified with the Marketplace for 2018 and 2019.

At end of open enrollment Mr. Watland will present a comparison of the current digital strategy's success vs last years; as well as other marketplaces.

IV. Policy Committee Charter Review

The committee reviewed and made updates to the Policy Committee Charter:

- Emphasize the ability for the committee to call a meeting when needed, with appropriate notice, beyond the scheduled regular meetings.
- Review legislation around the Board Advisory Group and possibly add wording around having a liaison from the committee attend the group and ensure its continued relevance to the board.

Kevin Patterson introduced R.D. Sewald with Sewald Hanfling to the committee as a new lobby group that will be working with Connect for Health Colorado.

IV. Public Comment

None

Meeting adjourned at 4:30 p.m.

Respectfully submitted,
 Sharon O'Hara
 Policy Committee Chair