



## *Board Meeting Minutes*

**Conference Call  
January 17, 2013  
12:00 PM – 1:04 PM**

**Board members present:** Richard Betts, Steve ErkenBrack, Mike Fallon, Eric Grossman, Gretchen Hammer, Arnold Salazar, and Nathan Wilkes.  
Susan Birch

Staff present: Patty Fontneau, Caren Henderson, Lindy Hinman, Myung Oak Kim, Gary Schneider, Laura Villanueva, and Adele Work.

Approximately 10 members of the public joined by phone.

### **I. Welcome & Introductions**

There were no changes made to the agenda.

### **II. Branding and Name**

#### *i. Presentation*

Patty Fontneau reviewed the process COHBE has gone through to determine their new name. General consensus among the Board and public feedback is that descriptive names were liked best. Due to trademark issues with prior options, three additional names were provided to the Board:

1. **Health Select Colorado.** There were fewer trademark issues and is different from other Exchanges.
2. **Connect for Health Colorado.** Preliminary findings indicate no initial trademark conflicts, plus the URL is available.
3. **The Plan Place.** This option does not fit the description quite as cleanly, but it would allow for a tagline option to be added (i.e. “Your Place for Health Coverage”). It also would allow COHBE to broaden its scope (i.e. doesn’t necessarily have to be “medical” health).

Patty asked the Board for initial feedback and stated that COHBE would also seek additional feedback from the public. COHBE would like to reach a resolution by early the following week.

Arnold Salazar expressed his support of Connect for Health Colorado. He asked if the word “Colorado” needed to be in our name. Patty replied that she thinks “Colorado” could be added to the end of any of the choices. Arnold asked if adding “Colorado” would make it difficult if COHBE moved forward with working with surrounding states. Patty responded that it is unlikely that there will be a regional Exchange due to the differences in state insurance regulations, but that if COHBE did move forward in working with surrounding states then it would be along the lines of a shared technological or back office structure.

Eric Grossman asked if putting the Colorado modifier in front of a trademarked name could make a difference and if COHBE talked with any IP lawyers about this. Patty replied it did not make a trademark conflict better.



Richard Betts asked if COHBE had considered something like “ColoradoHealthcare.gov.” Patty replied that the feedback from the public and Board indicated that people wanted a descriptive name around the purpose of the Exchange. Gretchen Hammer added that a name like that would likely direct Americans to the Federal Exchange. Arnold Salazar stated that he did not think COHBE could even use the “.gov” part.

Gretchen Hammer asked the Board if they wished to take action to allow COHBE staff to decide. Arnold Salazar stated that the Board should direct COHBE staff to move forward with either of the first two options. Nathan agreed that he supported either of the first two names.

**Steve ErkenBrack moved to allow Patty Fontneau and COHBE staff to move forward with selecting either of the first two name options, pending public feedback and additional trademark searches. Arnold Salazar seconded the motion.**

Gretchen Hammer asked COHBE to include both Connect for Health and Connect for Health Colorado as options for both trademark review and public vote.

No further Board discussion.

*ii. Public comment*

There was no public comment.

*iii. Vote*

**Vote:** The motion was unanimously approved. There were 7 voting members present.

### **III. Out of Pocket Calculator Contract with Checkbook**

Patty moved the discussion to two decision support tools for the benefit of those using the Exchange website.

*i. Presentation*

Adele Work outlined the [Out of Pocket Calculator \(OOP\) Vendor Evaluation and Recommendation](#). Based on evaluation of existing tools and services, COHBE recommended beginning contract negotiations with CSS for the OOP calculator.

Eric Grossman asked how they are getting their data and if the OOP calculator was in the original scope of the hCentive contract. Patty Fontneau replied that it was not part of the original contract with hCentive. Adele answered to the data question, stating that it is part of the actuarial calculations. Patty clarified that COHBE believes this to be a good solution for the initial years as this will likely be an area of confusion for users, but that COHBE is not necessarily looking at a long term contract with CSS specifically for their tool

Steve ErkenBrack asked if COHBE ran this by the Health Plan Advisory Group. Adele replied that it was on the agenda for detailed discussion the following day. Steve expressed his preference to have feedback from the Health Plan group before moving forward with a vote.



Gretchen Hammer asked if there was enough credibility to the tool that it would not harm COHBE's credibility. Adele Work replied that at the basic level, the calculators are helping to translate the various metallic levels of Bronze, Silver, Gold, and Platinum.

Gretchen Hammer asked if there was enough time to have Advisory Group meetings before voting. Patty Fontneau stated that waiting until the February Board meeting would be too late. Gretchen replied that the Board needs additional guidance and would like COHBE to move forward with putting together a joint Advisory Group meeting and schedule another ad hoc Board call afterwards.

*ii. Public comment*

There was no public comment.

*iii. Vote*

Gretchen Hammer clarified that the Board has not authorized COHBE to begin contract negotiations at this time. The Board will revisit this topic for a vote after COHBE puts together comments from a joint Advisory Group meeting to gather additional feedback.

#### **IV. Provider Directory Contract with Treo Solutions**

*i. Presentation*

Patty Fontneau summarized the [Provider Directory Services Vendor Evaluation and Recommendation](#). COHBE worked in conjunction with COHRIO and CIVHC to review RFI responses. After evaluation, COHBE recommended moving forward with contract negotiations with Treo as it meets COHBE's needs across the board and is the least expensive.

Eric Grossman asked where other proposals came from. Gary Schneider listed a few and stated that he could provide the full list if desired.

Nathan Wilkes asked how the cost was lower than some of the other options. Gary replied that Treo already has a lot of providers captured in their database, so less has to be built.

Eric Grossman stated that he is fine with the cost as long as the equivalent value is taken out of the contract with hCentive. Patty Fontneau replied that there would be a corresponding adjustment.

Gretchen asked for a motion.

**Richard Betts moved to allow Patty Fontneau to move forward with negotiating a contract with Treo Solutions. Eric Grossman seconded the motion.**

No further Board discussion.

*i. Public comment*

There was no public comment.



*ii. Vote*

**Vote:** The motion to pursue COHBE’s recommendation to begin contract negotiations with Treo Solutions for the provision of a provider directory was approved with a vote of 6-0, with one member abstaining. There were 7 voting members present. (Yes: Richard Betts, Mike Fallon, Eric Grossman, Gretchen Hammer, Arnold Salazar, and Nathan Wilkes. Abstain: Steve ErkenBrack.)

**V. Update on CRM and Service Center**

Patty Fontneau provided a verbal update. Patty referred to a previous motion from the Board on May 30, 2012 that allowed her to continue to sign contracts with CGI and their partner vendors. As per this motion, Patty is continuing to negotiate with Right Now for the CRM and Eventus for the Service Center. COHBE has opted to contract directly with Right Now and Eventus in order to maintain control and drive down costs.

Gretchen Hammer asked how these items fit in COHBE’s implementation timeline. Patty replied that COHBE is close to finalizing the Right Now contract for the CRM system. Patty clarified that the service center will be a combination of CGI and Eventus work. She believes both contracts will be signed soon, so wanted to bring to the Board’s attention and provide an update.

**VI. Adjourn**

There was no further Board discussion. The Board conference call adjourned at 1:04 PM.