

Board Meeting Minutes
Connect for Health Colorado
June 14, 2021
12:00 PM to 3:00 PM

Board Members Present: Elisabeth Arenales, Kim Bimestefer, Mike Conway, Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, Sharon O’Hara, Marc Reece, and Mike Stahl

Board Members Absent: Claire Brockbank and Dick Thompson

Staff Present: Nyle Boyd, Justin Brandon, Brian Braun, Leslie Chadwick, Beth Deines, David Hague, Elizabeth Horng, Kelly Guthner, Molly McClurg, Kevin Patterson, Alan Schmitz, Nina Schwartz, Lisa Sevier, Monica VanBuskirk, and Ezra Watland

Teleconference and phone conference lines were available for members of the public to join.

I. Business Agenda

- Annie Lee called the meeting to order at 12:00 p.m. and welcomed those in attendance.
- The minutes from the May Board meeting were reviewed and approved.
- Changes to the agenda: None.
- Disclosure of conflicts of interest: None.

II. Board Report

None.

III. CEO Report

ARP Enrollment

Staff presented an update on the American Rescue Plan (ARP).

Customer Service ARP Update

The call center has not had a notable increase in calls during ARP. The presentation displays statistics from inbound call volumes, chat volumes, service levels and average speed of answer.

Marketing and Outreach ARP Update

Staff has utilized earned media, email marketing, stakeholder engagement, and social media pushes in order to increase awareness of the ARP benefits to current and potential customers.

Technology ARP Update

The organization is currently in the second phase of implementation. The Quick Submit function has been implemented on May 15, 2021 to allow for easier eligibility updates of existing customers. The system has been responding well to the additional capacity.

Framework for Upcoming Efforts

Chief Executive Officer, Kevin Patterson, initiated discussion on the framework for upcoming efforts in building a comparison tool on the individual market. Further discussion including timeline and feedback will be discussed at the upcoming July Board Meeting.

Health Insurance Affordability Enterprise

At the last Health Insurance Affordability Enterprise (HIAE) Board meeting, there was conversation on how to obtain addition resources in outreach. The next Board meeting will include conversation on how to target the federal poverty level (FPL) through analysis from a third-party vendor.

Colorado Connect (PBC)

Staff continues to work on a business plan and branding of the new public benefit corporation, Colorado Connect.

Customer Survey Results

A third-party vendor, Corona Insights, presented results from the new and returning customer survey. The purpose of the survey was to analyze customer satisfaction and to better understand what the enrollment process is like for returning and new customers of Connect for Health Colorado.

Although there were some challenges during enrollment this year, the majority of customers were satisfied with enrollment and with the plan they chose.

IV. Policy

Notice of Benefit & Payment Parameters

Staff presented part 2 of the notice of benefit and payment parameters for 2022. The presentation outlined the Final Rule and additional changes made. Part 2 was published on May 5, 2021 with an effective date of July 6, 2021. Consistent with Executive Order 14009, Strengthening Medicaid and the Affordable Care Act, CMS will propose changes in Spring 2021.

Looking forward, the implementation focus will be operational with a limited technical impact and will have a positive trend on affordability for 2022. An Exchange Program Integrity Rule will be forthcoming.

Action Items

Staff to provide details on how the “triggering event” portion of the final SEP rule works.

Staff to provide information on Centers for Medicare & Medicaid Services (CMS) authority over issuers as stated in the new rule.

Legislative Update

The Colorado standardized benefit bill ([HB21-1232](#)) has passed through a final vote in the House on Monday, June 7, 2021 and is now awaiting the Governor's signature. Staff at Connect for Health Colorado will begin mapping out implications for the organization, customers, and stakeholders.

Staff provided the Board with a list of active state bills.

Easy Enrollment Advisory Committee Member

Staff has begun recruitment for a tax preparer to replace retired member, Frances Coet, on the Easy Enrollment Advisory Committee.

V. Finance & Operations

Procurement Recommendation: Preferred Vendor Contract

Staff is seeking Board approval of a procurement request to increase the funding level for the previous technology preferred vendor procurement by an additional \$10MM in order to cover anticipated use of the preferred vendors through the end of the fiscal year, June 30, 2022. No changes have been made to the scope or term of the preferred vendor procurement.

The Finance and Operations Committee recommended approval of the additional \$10MM. Sharon O'Hara seconded the recommendation.

Lorez Meinhold called for public comment.

No public comment was given.

Annie Lee called for the motion to vote. The recommendation was approved as follows:

Yes: Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, Sharon O'Hara, Marc Reece, and Mike Stahl

No: None

Abstain: None

Procurement Recommendation: Marketing

Staff is seeking Board approval of a procurement request for the purchase of additional post open enrollment media buys. The requested media buys include:

- \$350K with Emico on an English language add buy
- \$300k with Kernal on a mixed language (English and Spanish) ad buy targeted at people ages 18-64 statewide with a focus on the uninsured and those eligible but not insured

The Finance and Operations Committee recommended approval of the requested media buys. Mike Stahl seconded the recommendation.

Ms. Meinhold called for public comment.

No public comment was given.

Ms. Lee called for the motion to vote. The recommendation was approved as follows:

Yes: Adela Flores-Brennan, Patrick Gordon Annie Lee, Lorez Meinhold,
Sharon O’Hara, Marc Reece, and Mike Stahl

No: None

Abstain: None

Procurement Recommendation: Assistant Network Funding

The Board reviewed a presentation of the Assistance Network funding allocation for fiscal year 2022. The presentation highlights the background of the Assistance Network, partners map, activities and community impact, funding timeline, and a proposed funding increase for marketing, events and other outreach for fiscal year 2022.

Staff is seeking Board approval of a procurement request to contract with Assistance Network providers for a combined total of \$2.5MM.

The Finance and Operations Committee recommended approval of the expected \$2.5MM funding. Sharon O’Hara seconded the recommendation.

Ms. Meinhold called for public comment.

No public comment was given.

Annie Lee called for the motion to vote. The recommendation was approved as follows:

Yes: Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold,
Sharon O’Hara, and Marc Reece

No: None

Abstain: Mike Stahl

VI. Public Comment

Public comment given by Bethany Pray, Colorado Center on Law & Policy.

VII. Executive Session

Ms. Annie Lee entertained a motion to move into executive session to discuss matters concerning personnel and/or contractual matter. A vote was called for and passed with unanimous approval.

The Executive Session is permitted pursuant to CRS §24-6-402(4)(e) & (c) and 24-6-402(4)(f).

The Board will not return after the executive session, the public portion of the meeting adjourned at 1:55 p.m.

Respectfully submitted,

Marc Reece
Interim Secretary

Next Meeting

July 12, 2021 from 12:00 p.m. – 3:00 p.m.