

Board Meeting Minutes
Connect for Health Colorado
October 11, 2021
12:00 PM to 3:00 PM

Board Members Present: Kim Bimestefer, Christy Blakely, Claire Brockbank, Mike Conway, Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, Marc Reece

Board Members Absent: Elisabeth Arenales, Mike Stahl, and Dick Thompson

Staff Present: Nyle Boyd, Justin Brandon, Brian Braun, Leslie Chadwick, Cliff Craig, Kelly Davies, Beth Deines, David Hague, Elizabeth Horng, Kelly Guthner, Kevin Patterson, Ilana Rivera, Alan Schmitz, Nina Schwartz, Lisa Sevier, Katie Shannon, Monica VanBuskirk, and Ezra Watland

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

I. Business Agenda

- Claire Brockbank called the meeting to order at 12:01 p.m. and welcomed those in attendance.
- The minutes from the August Board meeting were reviewed and approved.
- Changes to the agenda: None.
- Disclosure of conflicts of interest: None.

II. Board Report

Welcome New Board Member

Claire Brockbank introduced Christy Blakely, Executive Director of Family Voices of Colorado as the new Connect for Health Colorado Board member.

III. CEO Report

OE Readiness

Marketing and Outreach staff presented information on Open Enrollment (OE) readiness. The presentation highlighted marketing tactics, paid advertising examples, community outreach strategies, and updates on Broker & Assistance Network readiness.

Action Item

Staff to provide updated enrollment and effectuation data from the special enrollment period.

Customer Service staff discussed OE readiness and staffing updates of customer service representatives (CSRs). All CSR training will be completed by October 25, 2021, in preparation for OE.

Technology staff implemented 3 consumer-facing improvements to the platform over the summer, allowing for better self-service on noticing and or manual verification documentation ahead of the upcoming OE period. From a production perspective, renewals activities will begin within the next two weeks.

Health Insurance Affordability Enterprise

The Health Insurance Affordability Enterprise (HIAE) held its first Board Retreat in September.

Plan Certification

The Affordable Care Act (ACA) requires Connect for Health Colorado to certify all Qualified Health Plans (QHPs) and Qualified Dental Plans (QDPs) being sold on the Exchange. Staff is requesting Board approval for all on-exchange individual, small group health and dental plans consistent with the plans reviewed and approved by the Colorado Division of Insurance (DOI) under rate and form filing process.

Adela Flores-Brennan motioned to approve and certify the QHPs and QDPs for plan year 2022 as presented by Connect for Health Colorado. Christy Blakely seconded the motion.

Claire Brockbank called for public comment.

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

Public comment was given by Daniela Gosselova, Broker.

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

Yes: Christy Blakely, Claire Brockbank, Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, and Marc Reece

No: None

Abstain: None

Board Advisory Group Appointments

Connect for Health Colorado is currently recruiting for an Assister, a Consumer Advocate, and an Issuer Representative for the Board Advisory Group. The recruitment process and applications can be found [here](#).

IV. Finance & Operations

The October and November Finance & Operations Committee meetings will be combined and rescheduled for November 17, 2021, 1:00 – 3:00 p.m.

Procurement Recommendation: Marketing Ad Buy

Staff is seeking Board approval of the Open Enrollment advertising proposal for plan year 2022. The advertising spend proposal includes:

- \$1MM on an English media buy with Emico
- \$350K on a Spanish/bilingual media buy with Kernel

This spend includes approximately \$175K of state funding from the Health Insurance Affordability Enterprise, which is split between Emico and Kernel. The presentation includes detailed budget allocations of both planned English media and Spanish/bilingual media as well as last year's ad examples.

The Board reviewed a procurement request for the purchase of media buys for plan year 2022 estimated to not exceed \$1.25MM shared between Emico and Kernel Communications.

The Finance and Operations Committee recommended approval of the advertising proposal and procurement request. Marc Reece seconded the recommendation.

Claire Brockbank called for public comment.

No public comment was given.

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

Yes: Christy Blakely, Claire Brockbank, Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, and Marc Reece

No: None

Abstain: None

Procurement Recommendation: Technology Preferred Vendor

Staff is seeking Board approval of a procurement request to increase the funding level for the technology preferred vendors for an additional \$3MM. As the result of the budget increases approved at the August 9, 2021 Board meeting, the total approved funding for this procurement is expected to be exceeded by the end of this fiscal year. This request is to increase the funding for this procurement by an additional \$3MM to cover anticipated use of the preferred vendors through the end of the current fiscal year, June 30, 2022.

The Finance and Operations Committee recommended approval of the increase in preferred vendor funding for an additional \$3MM. Marc Reece seconded the motion.

Ms. Brockbank called for public comment.

No public comment was given.

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

Yes: Christy Blakely, Claire Brockbank, Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, and Marc Reece

No: None

Abstain: None

V. Policy

Wakely Consumer Impact Analysis

Staff encouraged the full Board to attend Wakely's full Consumer Impact Analysis to be presented during the upcoming Policy Committee meeting on October 25, 2021.

VI. Public Comment

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

VII. Executive Session

Ms. Brockbank 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 1:34 p.m.

Respectfully submitted,

Mike Stahl
Secretary

Next Meeting

November 8, 2021, from 12:00 p.m. – 3:00 p.m.