

Board Meeting Minutes
Connect for Health Colorado
January 10, 2022
12:00 PM to 3:00 PM

Board Members Present: Elisabeth Arenales, Christy Blakely, Claire Brockbank, Mike Conway, Adela Flores-Brennan, Annie Lee, Tom Massey (Proxy for Kim Bimestefer), Lorez Meinhold, Marc Reece, Mike Stahl, and Dick Thompson

Board Members Absent: Patrick Gordon

Colorado Connect Board Members Present: Marc Arnusch, Mara Baer, Lilia Cervantes, M.D., Amanda Massey, Brad O'Neill

Staff Present: Justin Brandon, Brian Braun, Stephanie Gray, David Hague, Jessalyn Hampton, Elizabeth Horng, Kelly Guthner, 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

- Claire Brockbank called the meeting to order at 12:05 p.m. and welcomed those in attendance.
- The minutes from the December Board meeting were reviewed and approved.
- Changes to the agenda: None.
- Disclosure of conflicts of interest: None.

II. Joint Board Meeting

Introductions

Both Connect for Health Colorado and Colorado Connect Boards introduced themselves.

Connect for Health Colorado/Colorado Connect Boundaries

Staff provided a broad overview of what Colorado Connect is currently focused on; along with general guidelines of possible benefits Colorado Connect could provide outside of the legislative expectations.

Current priorities include:

- Creation of systems and tools through which Colorado Connect can meet its statutory obligations under the “Health Insurance Affordability Act” (HIAE).
- Collaboration with Connect for Health Colorado, Colorado Division of Insurance (DOI) and community partners in development and implementation of HIAE program outreach.

- Standardized plan loading for HIAE qualified residents.
- Small business and ancillary benefit strategy development and incremental implementation of services/products.

Small business guidelines:

- Leverage synergies with the parent/subsidiary value of Connect for Health Colorado and Colorado Connect to provide affordable options for employees and employers through an integrated health insurance shopping experience.
- Offer only regulated products.
- Ancillary products offered to employees will supplement health insurance.
- Small business vendor relationships will encourage integration with subsidized health coverage.

HIAE Outreach

Staff reviewed plans for education and outreach for phase 2 of HIAE. The approach for the outreach strategy will be in three phases.

- Awareness – identify communities and partners
- Action – define partner commitments
- Enrollment – enroll individuals

The goals for the 2022 HIAE outreach plan include:

- Leveraging existing relationships and expanding partnerships to reach Coloradans who are undocumented or fall in the “Family Glitch”.
- Help these Coloradans develop trust, increase their health insurance literacy, enroll and use their health coverage.
- Maximize HIAE funding to meet enrollment targets and other objectives.

Future Joint Communications & Meeting Opportunities

Currently Connect for Health Colorado Board member, Annie Lee, serves as a liaison between the two Boards; providing Colorado Connect monthly updates to the Connect for Health Colorado Board. As an addition to this, the two Boards determined a bi-annual joint meeting will allow both Boards the opportunity to ensure strong lines of communication and information.

III. Board Report

None.

IV. CEO Report

Strategic Map Graphic

Chief Executive Officer, Kevin Patterson, shared a graphic representation of the organization’s strategy, culture and mission.

Open Enrollment 9 (OE9) Report out

Outreach

Open enrollment outreach continues, highlights include:

- 38 million ad impressions

- 170,000 additional website visits
- Email campaign: 46%-67% open rates
- Total enrollments are up 8%

Customer Service

Staff updated the Board on open enrollment customer service numbers:

- Inbound call volumes November 1 to December 31:
 - OE8 77,361 compared to OE9 55,736
- Average speed of answer for OE9 = 18 seconds
- Service level (calls answered under 5 minutes) = 97.19%
- Abandoned calls:
 - OE8 7,930 compared to OE9 705
- Chats answered
 - OE8 19,854 compared to OE9 19,854
- Overall customer satisfaction 83%

Technology

The system is performing well, there have been no major downtimes. Wednesday, January 12 the Easy Enrollment functionality will be released.

Health Insurance Affordability Enterprise (HIAE) Phase I

Phase one of the HIAE has gone live, providing additional subsidies for Connect for Health Colorado customers with incomes between 150%-200% of the federal poverty level. The additional subsidies came in the form of cost sharing reduction (CSR) enhancements.

As of January 6, there were 23,799 medical submissions for the enhanced CSR eligible plans, 19,102 are currently effectuated.

Planning for the End of the PHE

The organization is expecting the Public Health Emergency to be renewed for another 90 days.

V. Public Comment

Public comment given by Daniela Gosselova, broker.

Meeting adjourned at 2:00 p.m.

Respectfully submitted,

Mike Stahl
Secretary

Next Meeting

February 14, 2022, from 12:00 p.m. – 3:00 p.m.