

Board Meeting Minutes
Connect for Health Colorado
March 13, 2023
12:00 PM to 3:00 PM

Board Members Present: Elisabeth Arenales, Mara Baer, Kim Bimestefer, Mike Conway, Patrick Gordon, Annie Lee, Lorez Meinhold, Allison Neswood, Marc Reece, Mike Stahl, and Dick Thompson

Board Members Absent: Christy Blakely

Staff Present: Justin Brandon, Brian Braun, Kelly Davies, Kelly Guthner, Jessalyn Hampton, Kevin Patterson, Ilana Rivera, Alan Schmitz, Nina Schwartz, Lisa Sevier, and Ezra Watland

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

I. Business Agenda

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

II. Board Report

Medicare to Marketplace Bridge

Kim Bimestefer shared a presentation from the Department of Health Care Policy & Financing (HCPF) highlighting the plan for the end of the public health emergency (PHE), renewal process, and operational goals to keep Coloradans covered. Up to date information on PHE planning from HCPF can be found here.

Staff at Connect for Health Colorado presented a Medicaid to Marketplace Bridge Planning Update. The presentation displayed graphics of the customer journey to Connect for Health Colorado after no longer being eligible for Health First Colorado/Child Health Plan Plus (CHP+), information on the special enrollment period (SEP), assumptions and enrollment estimates, planning for the customer service center and outreach and communications, collaboration with regional accountable entities, use of SB22-081 funds for unwind efforts, and reporting.

III. CEO Report

Strategic Focus for Upcoming FY 2024

Staff shared a presentation on major areas of focus and initiatives for 2023–2024. With program and technology improvements implemented, staff has developed four areas of focus to help allocate resources for the fiscal year 2024 (FY24) budget. The presentation details goals and strategic plan alignment for each focus area.

Core areas of focus include:

- Preparing systems and processes for additional volume
- Improving resources and tools to help customers make decisions
- Integrating and modernizing application and eligibility process
- Medicaid to Marketplace bridge

Ad Buy Performance

The Board reviewed a presentation on Open Enrollment advertising efforts and media buy performance.

Oscar/Bright Customer Enrollments

Staff presented an update on Oscar/Bright Health enrollment.

HIAE

At the last Health Insurance Affordability Enterprise meeting, there was discussion around budgeting and mandated training.

IV. Executive & Finance Committee

TTEC Procurement

The Board reviewed a procurement recommendation request to approve the statement of work with TTec under the existing Master Service Agreement for the migration of the current Oracle customer relationship Management (CRM) system to Microsoft Dynamics. The estimated cost of TTec's services for this migration is \$415K. This estimate includes the design, building, testing, training, deployment and transition of CRM to Connect for Health Colorado.

The recommendation was referred from the Executive & Finance Committee, seconded by Mara Baer, and accepted unanimously.

V. Policy & Operations

Staff presented a Legislative update to the Board. The presentation highlighted the Board Legislative approach, an update on the technical Legislative Oversight Committee bill concept, information on HB23-1209 which is being monitored by Connect for Health Colorado, and information on HB23-1224. Staff recommend the Board consider an Amend position, and support an amendment that addresses the following:

- Allow for the Exchange Board of Directors to develop a format for displaying the standardized plans, and remove reference to consent of the Commissioner
- Include an effective date of January 1st, 2025, for the provision specific to Exchange plan display

At this time, the Board cannot take an official "amend" position. The only positions the Board can take are support, oppose, or monitor. The Board will monitor HB23-1224 while conversations between CEO, Kevin Patterson, Commissioner Mike Conway, and other appropriate parties regarding roles and responsibilities continue.

Action Item

Policy Committee to create clarification on amend position.

VI. Public Comment

Public comment given by Daniela Gosselova

Public comment given by Brandon Arnold, Colorado Association of Health Plans

Public comment given by Melanie Herrman, Broker

Written Public comment given by Daniela Gosselova

VII. Executive Session

Ms. Meinhold 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 2:44 p.m.

Respectfully submitted,

Mike Stahl
Secretary

Next Board Meeting

April 10, 2023, from 12:00 p.m. – 3:00 p.m.