

Board Advisory Group Nomination Recommendations

The Connect for Health Board Advisory Group convenes a variety of stakeholders to use their real-world experience to maximize the quality of the customer experience on the Exchange. This group of insurance brokers, consumer advocates, health policy experts, and health coverage guides will inform Connect for Health Colorado's high-level policy decisions and provide feedback on ways of engaging customer and other stakeholders about upcoming changes. For example, the group has provided feedback on the standardized Colorado plans, American Rescue Plan outreach, and Connect for Health's policy roadmap.

The Board Advisory Group currently has two consumer advocate vacancies, but given the potential restructure of seat distribution to include customer representatives, Connect for Health staff recommends only filling one of the two advocate vacancies:

Consumer Advocate Application: Recommend to Appoint

Name: Lindsay Vigoda

Organization: Small Business Majority

Rationale: Small Business Majority works on behalf of the over 690,000 small businesses in Colorado that employ half of the state. Small businesses a key outreach and enrollment target for Connect for Health Colorado. However, small businesses are struggling to survive in a post-pandemic world, where they cannot compete with the robust benefits packages, healthcare included, of larger corporations. There is a substantial knowledge gap on the subsidies and assistance that small business owners and solopreneurs can tap into through the marketplace and their brokers. Lindsay can give Connect for Health an insight into how to maximize outreach so they are reaching the vital small business ecosystem and those who serve them.

Consumer Advocate Application:

Name: Erin Miller

Organization: Community Catalyst

Rationale: Erin has substantial expertise evaluating federal, state and local policies related to Medicaid, CHIP, the Affordable Care Act and public health programs, and in engaging with diverse coalitions about challenges accessing health affordable, quality, equitable and continuous health insurance coverage. Erin is a longtime member of the Board Advisory Group, serving since 2016. Erin reapplied to serve on Board Advisory Group after leaving the Children's Campaign and joining national advocacy organization Community Catalyst.

Since we are looking to convert two advocate seats to customer seats, we recommend not filling the second advocate vacancy.