Board Meeting Minutes
Connect for Health Colorado
January 13, 2020
12:00 PM to 2:00 PM

Board Members Present: Elisabeth Arenales, Claire Brockbank, Mike Conway, Adela Flores-Brennan, Patrick Gordon, Lorez Meinhold, Sharon O'Hara, Marc Reece, Mike Stahl and Dick Thompson

Board Members Joining via Phone: Kim Bimestefer

Board Members Absent: Patrick Gordon and Annie Lee

Staff Present: Justin Brandon, Brian Braun, Kelly Davies, Saphia Elfituri, Kelly Guthner, David Hague, Kevin Patterson, Carolyn Pickton, Ilana Rivera, Alan Schmitz, Lisa Sevier, Monica VanBuskirk and Ezra Watland

One guest attended the meeting in-person and the conference line was available for people to join by phone.

I.   **Business Agenda**
- Adela Flores-Brennan called the meeting to order at 12:03 pm and welcomed those in attendance, both in-person and on the phone.
- The minutes from the December meeting were voted on and approved.
- An addition was made to the agenda:
  - Discussion on plan design added to the Policy section of the agenda.
- Disclosure of conflicts of interest: None.

II. **Board Report**
None.
Action Item
Add action items to the Board agenda for February's Board meeting.

III. **CEO Report**
OE 7
An <u>overview</u> of the Service Center and Member Services Unit (MSU) for Open enrollment 7 (OE7) was provided.
- Inbound calls answered - 50856
- Top five call drivers:
  - Enrollment questions – 36.19%
  - Password reset – 11.19%

- o Eligibility Determination – 8.72%
  - o Health First Colorado – 4.56%
  - o Complete enrollment – 7.63%
- First call resolution – 90%
- Escalation tickets – 107
- Average speed of answer – 0:00:36
- Average talk time – 11:38
- Outstanding Manual Verification Requests (MVR) – 469

The Board was given an update on the marketing performance and enrollment.
- Overall impressions (digital ads) and click-throughs (click on to go to website) for digital and social media have significantly increased
- 11,865 total referrals have come through the Broker Channel Leads program
- Through November, 61 enrollment center/assistance network events have been held, 37 events have been held in December, 15 events have been held in January with 9 additional events scheduled.

The 2019 Annual Report for Connect for Health Colorado has been released. Additionally, an informative pamphlet has been created giving a brief synopsis of the history of the organization.

Action Item
Staff to compare last year's auto renewal rate to this year's auto renewal rate.

Technology has been very stable during open enrollment; this is attributed to the incremental changes and improvements made throughout the year leading up to open enrollment. Staff has completed testing for close of OE7 and continues to move forward with updates to the shopping platform.

Roadmap Review
An overview of the strategic plan roadmap for fiscal year (FY) 2020 -2021 was provided for Board review. The road map discussion will continue in the upcoming Executive committee meeting.

End of FY 2020 & FY 2021 Board Cadence
An overview of the annual calendar was provided to initiate discussion around future committee meeting cadence and to resolve any scheduling issues around the holiday season.

IV. **Finance & Operations**
Open Enrollment Impacts
Due to the decrease in enrollment premium pricing, revenues will be approximately 20% lower. However, prior and future investments made in the service center and technology will provide long term cost saving.

V. **Policy**
Legislative Update
A bill on easy enrollment is under review to be introduced to the Colorado legislative session. Easy enrollment would allow an individual, who is not currently insured, to opt into receiving communications from Connect for Health Colorado. Maryland has passed a similar bill and has had positive results.

There are two bills the organization is currently monitoring. Though the bills do not affect Connect for Health Colorado directly, they do affect the organization's customers, and/or, carriers.
- House bill 20-08
  - This bill makes changes and recurring requirements around health care sharing ministries requiring them to report information about customer base, financials, etc. to the Division of Insurance (DOI)
  - Prohibits health care sharing ministries from enrolling individuals during the annual open enrollment period.
- Senate Bill 5
  - Restructures how customers pay their portion of cost sharing. Rather than paying a co-pay or deductible directly to the provider, they would make the payments directly to the insurance carriers.

Plan Display
To extend affordability and choice, the organization is investigating the concept of plan display in order to improve the ability of customers to compare plans and make a more informative decision on what plan they need.

Action Items
Staff to add plan display to the next Finance & Operations committee meeting.

Staff to provide an update on the expected timing for information received on the Churn report.

Staff to add Senate Bill 20-043, Out-of-Network Provider Reimbursement Rate, to the bill tracker

VI.   Public Comment
        None.

Meeting adjourned at 2:00 pm.

Respectfully submitted,

Claire Brockbank
Secretary

Next Meeting
            February 10, 2020 from 12:00 pm – 3:00 pm