

Policy Committee Minutes
September 28, 2020
1:00 PM – 3:00 PM

Board Members Present: Claire Brockbank, Adela Flores-Brennan, and Sharon O’Hara

Staff Present: Brian Braun, Kelly Davies, Bailey Dvorak, Saphia Elfituri, Kelly Guthner, Danny O’Neil, Emma Oppenheim, Kevin Patterson, Carolyn Pickton, Ilana Rivera, Lisa Sevier, Aron Snyder, Monica VanBuskirk, and Ezra Watland

I. Welcome and Introduction

Sharon O’Hara chaired the Policy Committee Meeting and called the meeting to order at 1:03 p.m., welcoming everyone in attendance, both in-person and on the phone.

The August Committee Meeting minutes were reviewed and approved.

II. HCPF Update

Staff at the Colorado department of health care policy and financing (HCPF) provided an update to the Committee.

- At the end of the public health emergency, HCPF will complete a new eligibility review to determine whether members are eligible for Medicaid or Child Health Plan Plus (CHP+).
- HCPF wrote a letter to the Centers for Medicare & Medicaid Services (CMS) regarding three requests to help the Department plan for the end of the Covid-19 Health Emergency (PHE). HCPF is requesting that CMS:
 - Provide at least 60 days’ notice before and at least 90 days after the end of the PHE for the state to notify members and providers of changes.
 - Issue additional guidance on CMS’s policy, legal, and operational requirements for states when redetermining disenrolling Health First Colorado members covered under the Families First Coronavirus Response Act’s Continuous Coverage and Maintenance of Effort provisions.
 - Issue additional guidance that aligns CHP+ redetermination timeframes with Health First Colorado timeframes to allow for noticing to members whose coverage may change at the end of the PHE.

III. DOI Update

Staff at the Division of Insurance (DOI) provided an update to the Committee.

- As the public health emergency continues, the DOI continues to reissue emergency regulations.
- The DOI will hold two virtual rulemaking hearings in October:
 - October 1, 2020: Regulation 1-2-10 – Concerning the regulation of insurance producers, including public adjusters, and authorized insurers by the Colorado division of insurance and Regulation 4-2-72 – Concerning strategies to enhance health insurance affordability.
 - October 15, 2020: Regulation 4-2-73 – Concerning human immunodeficiency virus pre-exposure prophylaxis prescription drugs and Regulation 4-2-74 – Concerning data reporting requirements for carriers' out-of-network reimbursements.

Notice of rulemaking hearings/proposed regulations for the DOI can be found on their website.

- The DOI announced the retirement of Dayle Axman, Director of Consumer Services Section for Life and Health. Matt Mortier will be replacing Ms. Axman as of December 1, 2020.

IV. Covid-19 SEP Lessons Learned

The Committee reviewed a presentation on the Covid-19 special enrollment period (SEP). The presentation outlines observations, lessons learned, and the outreach campaign during the SEP.

Action Item

Staff to research the level of unemployment claims and compare them to SEP enrollments to see if there are similar or dissimilar trends.

V. Open Enrollment Marketing and Outreach Strategy

Staff presented the Open Enrollment (OE) marketing and outreach strategy. The main messages for OE8 include:

- Financial help
- We're here to help
- Deadlines (December 15 and January 15)
- Value of Health Insurance

The presentation outlined strategies on digital ad buy, marketing strategies, and outreach to deliver these messages.

Staff requests that Board members “like” and “follow” Connect for Health Colorado on all social media platforms and continue to share the messaging to their communities.

VI. Review Strategic Plan: Goals & Objectives

The committee reviewed progress made on the 2021-2024 strategic plan following input provided at the September Board Retreat. The presentation outlined each goal with proposed changes as well as additional objectives.

The Strategic plan goals and objectives will be finalized at the October Board Meeting.

VII. Public Comment

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

Meeting adjourned at 2:55 p.m.

Respectfully submitted,

Sharon O’Hara
Policy Committee Chair