

Board Advisory Group

June 30, 2021





Roll Call and Approval of Minutes

Board Advisory Group Members

Member Name	
Amanda Massey, CAHP	Jane Barnes, Benefits in Action
Bethany Pray, CCLP	Jo Hubchik, National MS Society
Cindy Watson, Broker	John Barela, Eumetric
Meagan Fearing, Broker	Julia Wiswell, Broker
Devin Kepler, Health Coverage Guide	Kavita Nair, M.D., Provider
Donna Wehe, San Luis Valley Health	Krystin Beadling, Yampa Valley Medical Center
Erin Miller, Colorado Children's Campaign	Liz Tansey, Covering Kids and Families
Nikki Meredith, Broker	Silvia Santana, Health Coverage Guide
Mary Kirby, Issuer	

Policy Updates – Legislative Wrap Up



Colorado Standardized Benefit Bill ([HB21-1232](#))

- The 2021 Legislative Session wrapped up on June 8, 2021.
- During this Session, Connect for Health only took a support position on one bill, SB21-1232, or the Standardized Benefit Bill/ Colorado Option.
- This Bill was signed into law by the Governor on June 16th, 2021.
- Connect for Health Colorado stands ready to help implement this bill in partnership with the Division of Insurance.
- Colorado Option Standardized Plan Stakeholder Meetings:
<https://doi.colorado.gov/insurance-products/health-insurance/health-insurance-legislation/colorado-option>



Colorado Health Institute Legislative Maps

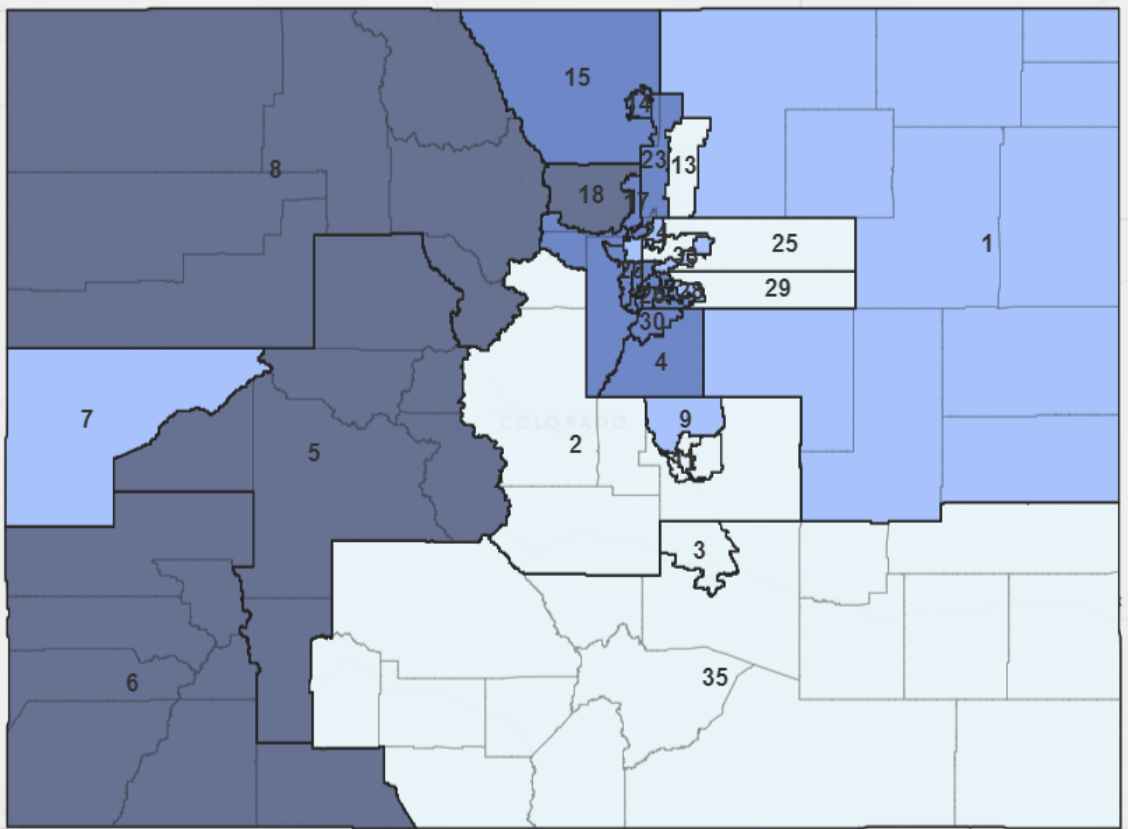
ConnectforHealthCO.com



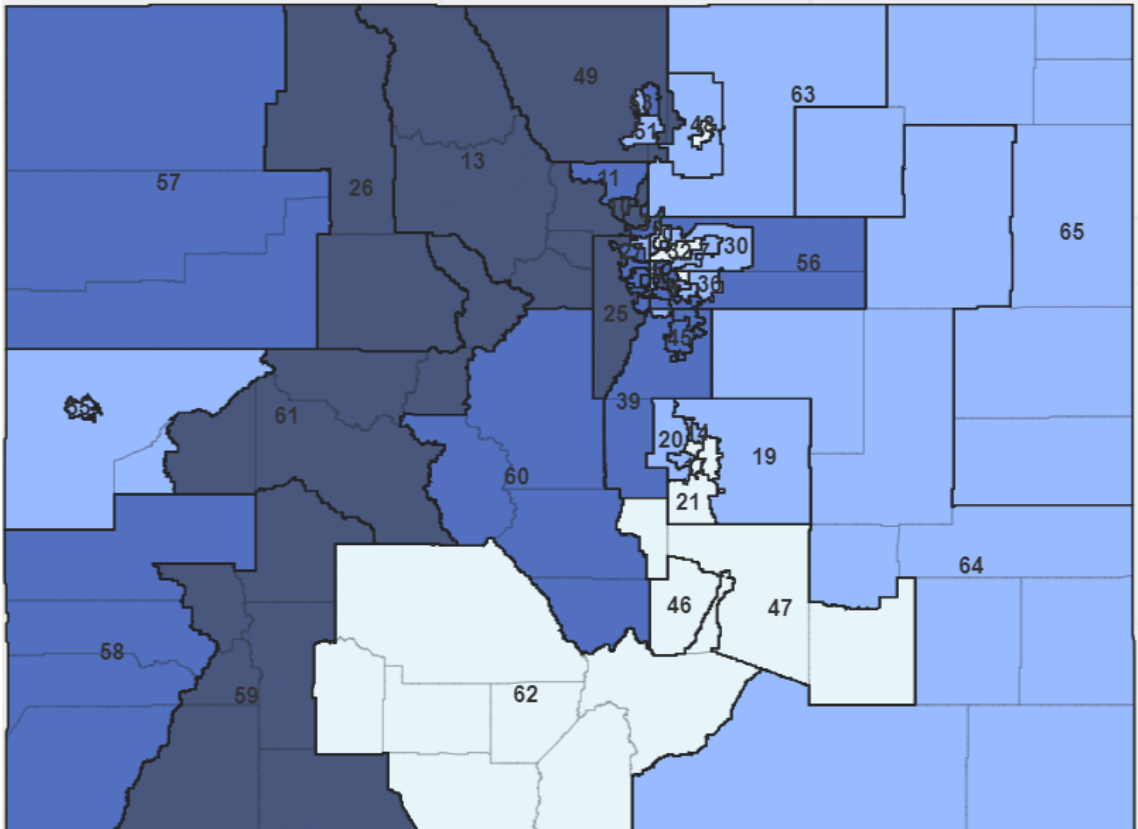
Legislative Coverage Maps

- Connect for Health Colorado Staff has been working with the Colorado Health Institute to outline where enrollment and the uninsured stand in each of the Colorado State legislative districts.
- These interactive maps are divided by State Senate and State House Districts.
- Each District includes:
 - The number enrolled in Connect for Health Colorado
 - The percentage enrolled of the whole population
 - The average APTC
 - The percentage uninsured

Examples of the Enrollment Maps



Senate Districts



House Districts



Demonstration of the Maps

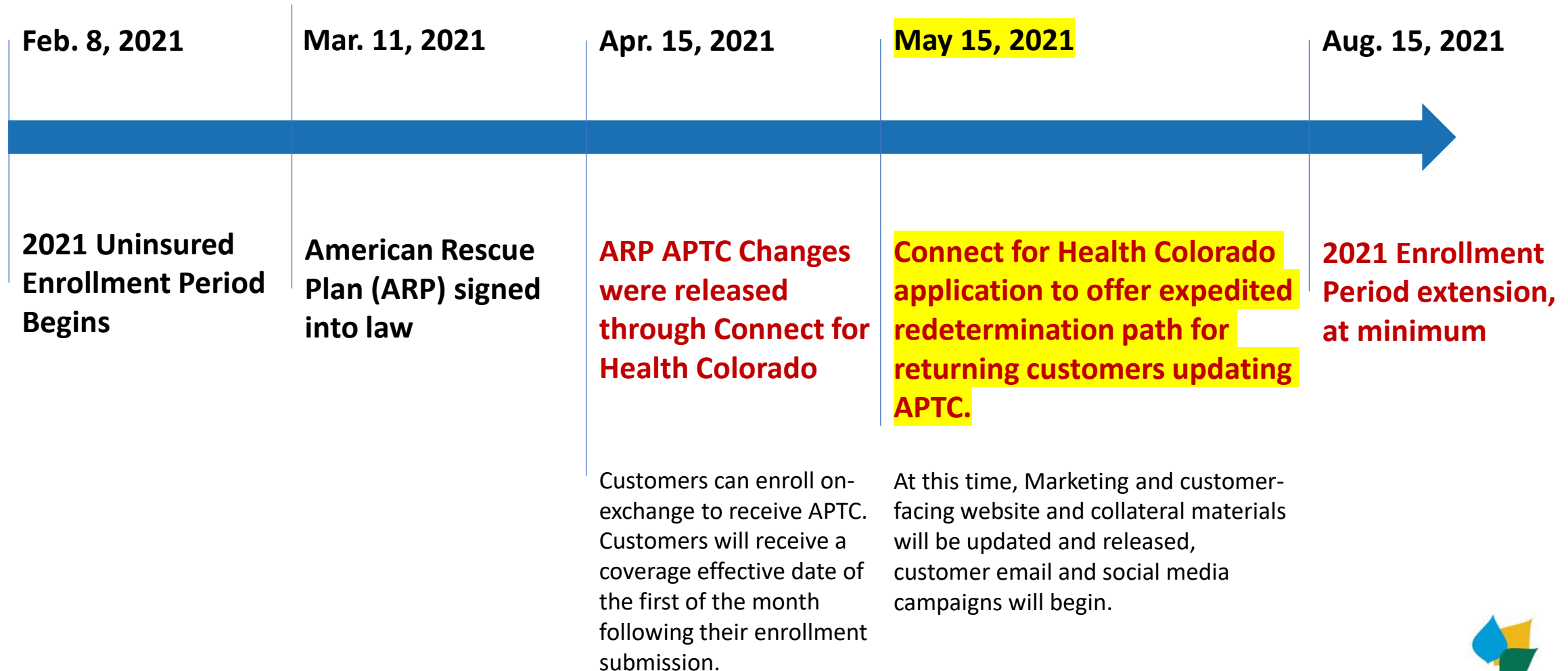


American Rescue Plan Outreach

[ConnectforHealthCO.com](https://connectforhealthco.com)



Reminder - 2021 Enrollment & Redetermination Timeline



Enhanced Outreach and Marketing (ARP/HIAE)

- Focus on Increased Staffing for Existing Assistance Network Partners
 - Hybrid goal: Outreach/Enrollment Assistance
 - Leverage existing Community based orgs who are known and trusted
 - New customers are twice as likely to complete their enrollment when helped by an Assister
- Digital and Social Media ads, Earned Media
 - Planning a campaign to run throughout the summer
 - Digital ads offer higher control over audience, more responsive to performance
 - Advertising starts the action, gets people in the door



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Customer Survey Results

Ezra Watland and Leslie Chadwick

Public Comment

