

Board Advisory Group

October 27th, 2021



Roll Call, Introductions, and Approval of the Minutes

Board Advisory Group Members

Name and Role Fulfilled	
Jane Barnes (Chair), Benefits in Action: Consumer Advocate	John Barela, Eumetric: Technology
Megan Fearing, CSAHU: Broker	Erin Miller, Colorado Children's Campaign: Consumer Advocate
Bethany Pray, CCLP: Consumer Advocate	Cindy Watson, Watson Insurance and Financial Group: Broker
Donna Wehe, San Luis Valley Health: Hospital	Nikki Meredith, Insurance Planning Alternatives: Broker
Krystin Beadling, Yampa Valley Medical Center: Provider	Amanda Massey, CAHP: Issuer
Liz Tanzey, Covering Kids and Families: Consumer Advocate	Dr. Kavita Nair, M.D., UC Anschutz: Provider
Silvia Santana, Mountain Family Health Systems: Health Coverage Guide	Julia Wiswell, CSAHU: Broker

Agenda

- Thank you from Kevin Patterson
- Wakely: Consumer Impact Analysis
- Open Enrollment Communications and Outreach (Presentation + Discussion)
- Federal and State Legislative Update
- Health Insurance Affordability Enterprise and Easy Enrollment Implementation
- Board Advisory Group Vacancies + Calendar

Thank you, from Kevin Patterson

Colorado Individual Exchange Renewals
Consumer Impact Analysis



PRESENTED BY
Julie Andrews, FSA, MAAA
Freddy Quiram
Alex Jarocki

October 25, 2021

Overview

- Connect for Health Colorado (C4) contracted Wakely Consulting Group, LLC (Wakely) to analyze the individual market rate changes for 2022 before and after federal premium subsidies
- Analysis was performed using QHP templates provided by the Colorado Department of Regulatory Agencies (DORA) and enrollment data provided by C4

Caveats and Limitations

- Wakely relied on plan data provided by DORA and plan information provided by C4; any errors in the underlying data could have any impact on the results. Wakely performed reasonability checks of the data but did not audit the data for accuracy.
- This presentation and attachments should only be shared in their entirety and should only be utilized by qualified individuals
- Analysis is meant to approximate rather than replicate premiums from C4 system
- Analysis does not explicitly account for plans with elective abortion coverage for which federal funding is not available
- Enrollment data includes duplicates if same Member ID appears in multiple Family IDs
- Enrollment data had some individuals with no valid plan ID or no valid county, which are excluded from any premium analysis

Key Changes

Key Changes 2021 to 2022

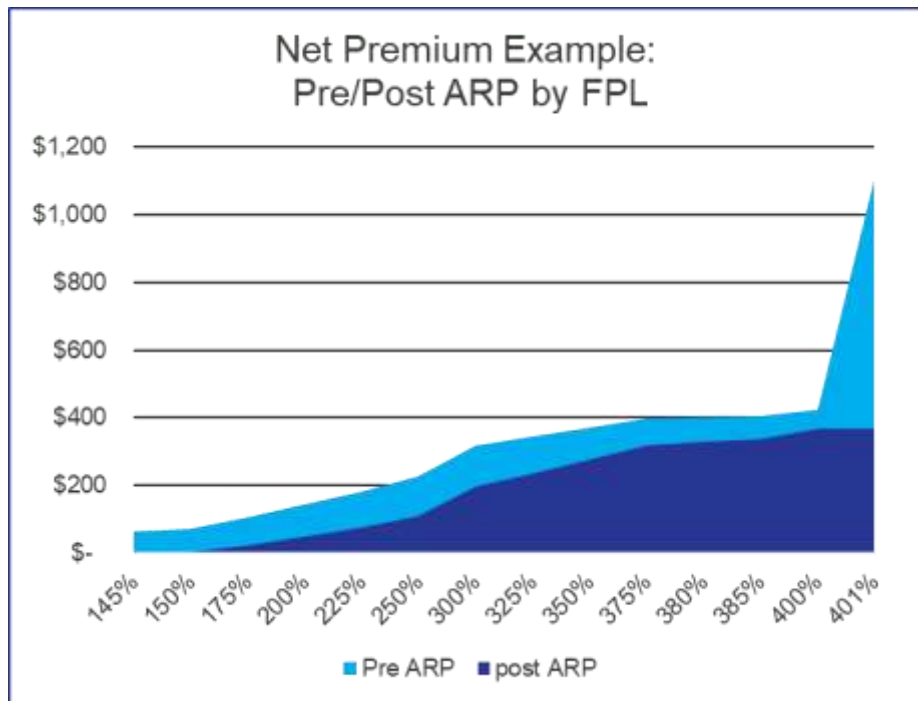
	2021	2022
Issuers	8	8
Plans		
On Exchange	159	257
Substantially Similar Off Exchange	33	21
Counties with One Issuer	10	1
Average Rate Change (Unsubsidized)	3% (\$12)	2% (\$11) ARP: -6% (-\$25)
Average Rate Change (APTC-Eligible)	26% (\$30)	-33% (-\$47)

- ARP refers to the American Rescue Plan Legislation
- Unsubsidized eligible individuals are defined based on their eligibility at the beginning of 2021; those with FPL incomes greater than 400%. Some of these enrollees making more than 400% FPL may be eligible for subsidies under the ARP.
- “Substantially Similar Off-Exchange” refers to silver plans which have a nearly identical cost-sharing structure as an on-exchange silver counterpart. These Off-Exchange options do not have CSR loads, however consumers are not eligible for premium tax credits (APTC) if they enroll in these options. (Colorado Bulletin B 4.100)

Key Changes 2021 to 2022

American Rescue Plan (ARP) – Signed March 2021

- Expanded eligibility and amount of premium subsidies for 2021 & 2022 Only
- In 2023, subsidy limits will return to eligibility under 400% of the Federal Poverty Level (FPL) Only
- Enrollees over 400% of the FPL are now eligible for premium subsidies on the exchange

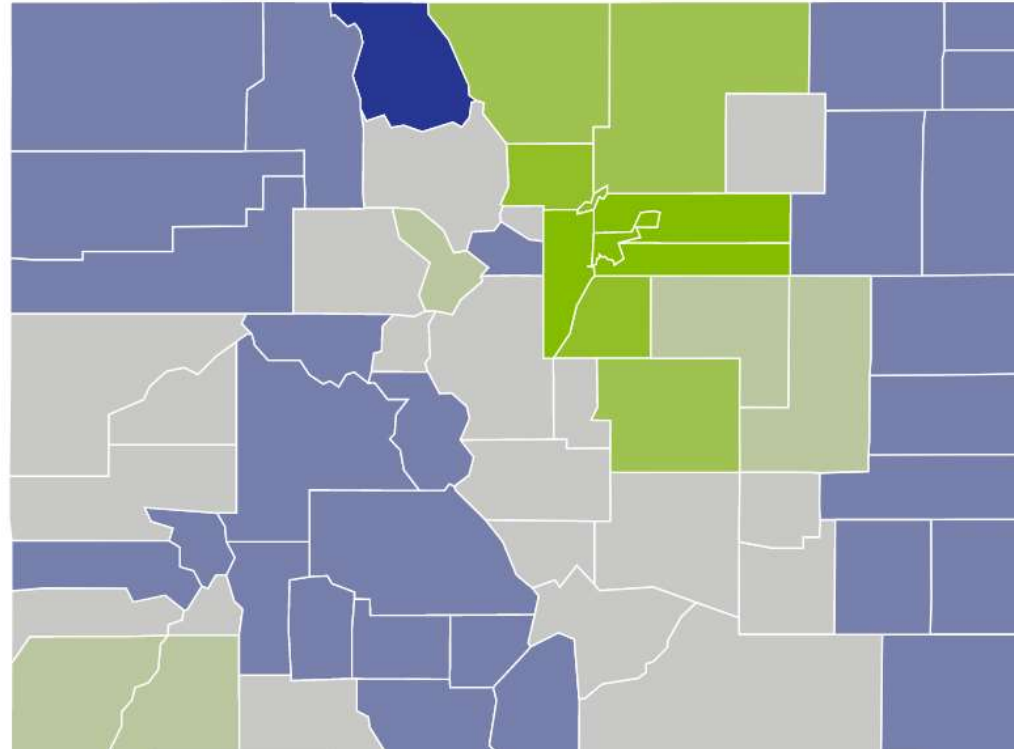


Income FPL* %	Premium Cap Max % of Income for 2nd Lowest Silver	
	2021 Pre - ARP	2021 Post ARP and 2022
Under 133%	2.07%	0.00%
133% - 150%	3.10% - 4.14%	0.00%
150% - 200%	4.14% - 6.52%	0% - 2.0%
200% - 250%	6.52% - 8.33%	2.0%-4.0%
250% - 300%	8.33% - 9.83%	4.0%-6.0%
300% - 400%	9.83%	6.0%-8.5%
Over 400%	NA	8.5%

Consumer Choice

Issuers Density by County

Issuers in County	Number of Counties	% of 2021 Enrollment
1	1	0.0%
2	28	8.9%
3	20	10.8%
4+	15	80.3%

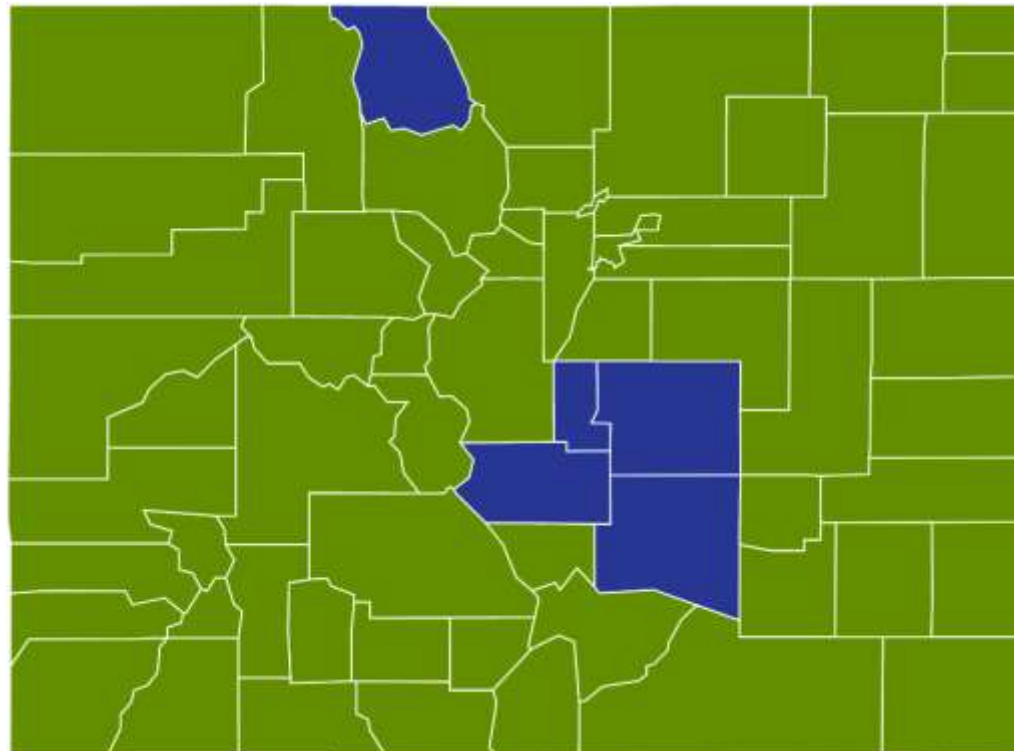


- Only one issuer has plan options in every county of the state in 2021 and 2022
- There will be two or fewer issuer options in 29 of 64 counties in the state. This is lower than 2021.
- Total enrollment in counties with only one issuer option is 0.03% of enrollment. This is a decrease from 3.6% of enrollment in single issuer counties last year.

Consumer Choice

Change in Plan Availability by County

Plan Change by County	Number of Counties	% 2021 Enrollment
Increasing	59	90%
No Change	0	0%
Decreasing	5	10%



- Arapahoe, Denver, Adams and Jefferson county are the most competitive counties, with 143 total offerings
- El Paso, Teller, Pueblo, Fremont, and Jackson counties will have less offerings than 2021
- Majority of the counties in the East and West areas add new plans

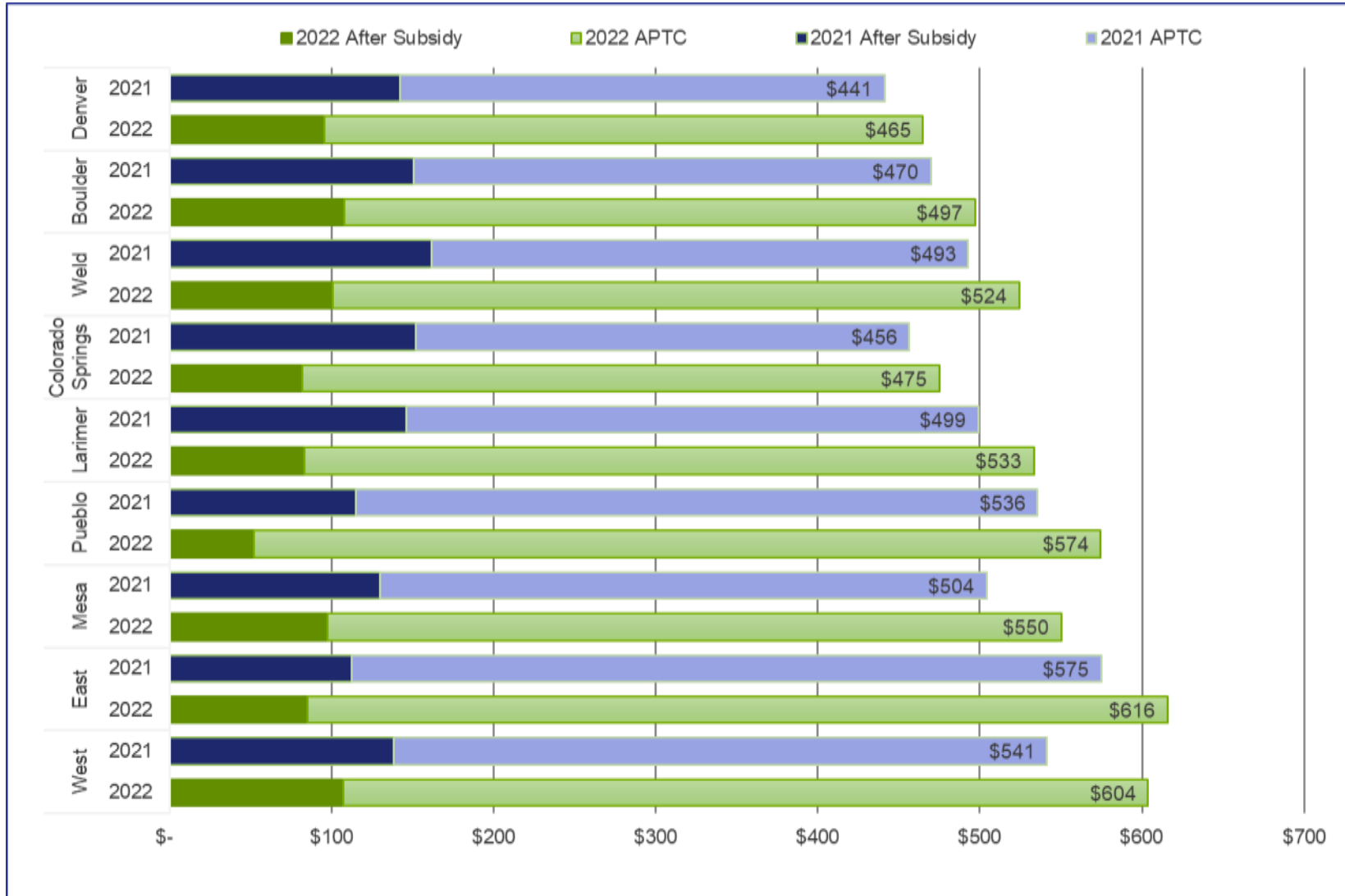
Comparison of Plan Offerings

- There were 159 plans offered on the exchange in 2021 and 257 in 2022
- Growth was in the number of Silver and Bronze plans offered
- Plans identified as continuing include plans replaced with new plans
- Discontinued plans in the table are those where enrollees will need to select new plan, and include 3,433 enrollees, or 2.4% of 2021 enrollees
- Not all plans are offered in all regions of the state

	Gold	Silver	Bronze	Catastrophic	Total
2021 Plans	27	62	61	9	159
Continuing	26	54	58	9	147
Merging	4	15	15	1	35
Discontinued	-1	-8	-3	0	-12
New	13	34	27	1	75
2022 Plans	43	103	100	11	257
Net Change	16	41	39	2	98

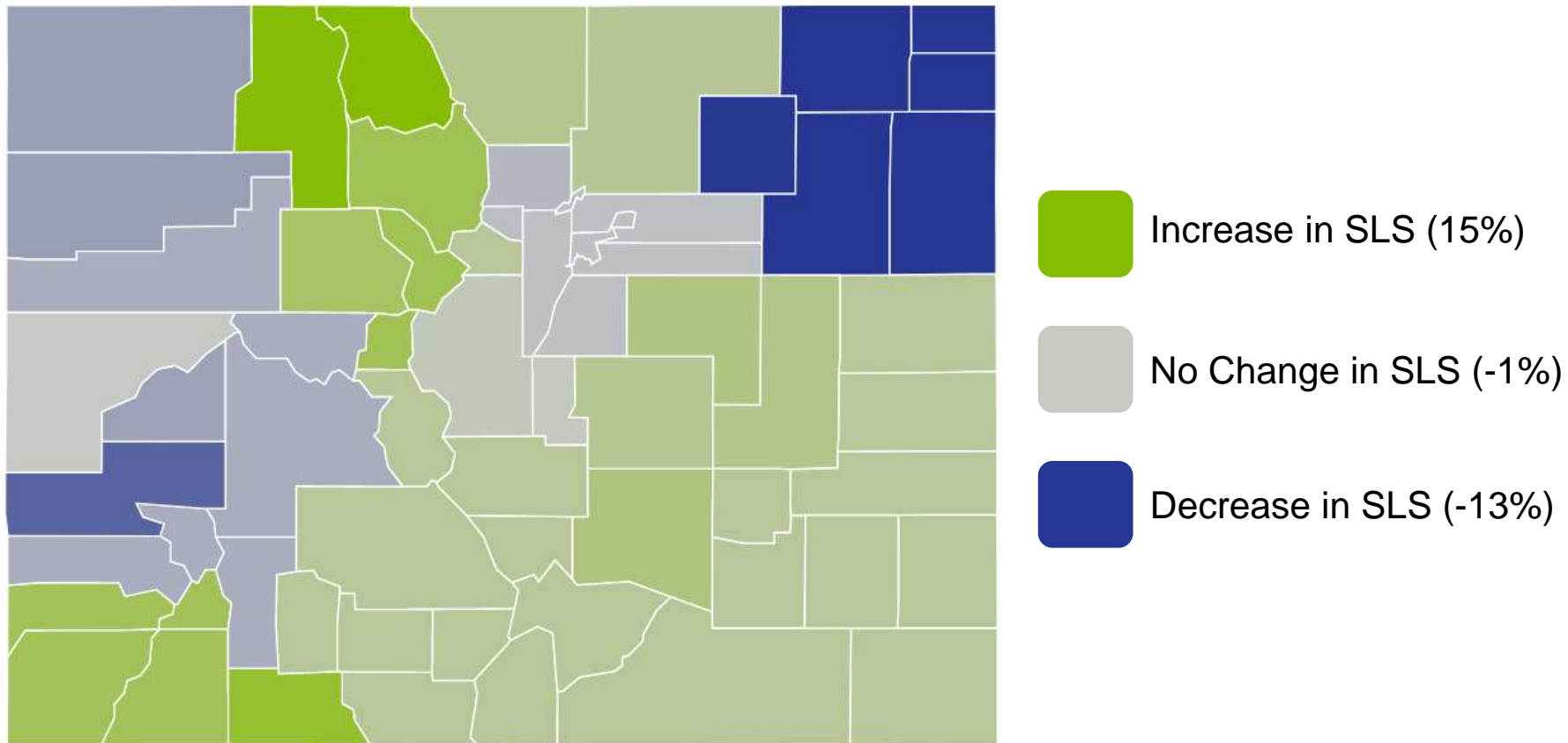
Consumer Impact

2021 to 2022 Auto-Renew Premium Changes



Consumer Impact

Weighted Average Change in Second Lowest Silver (SLS) by County

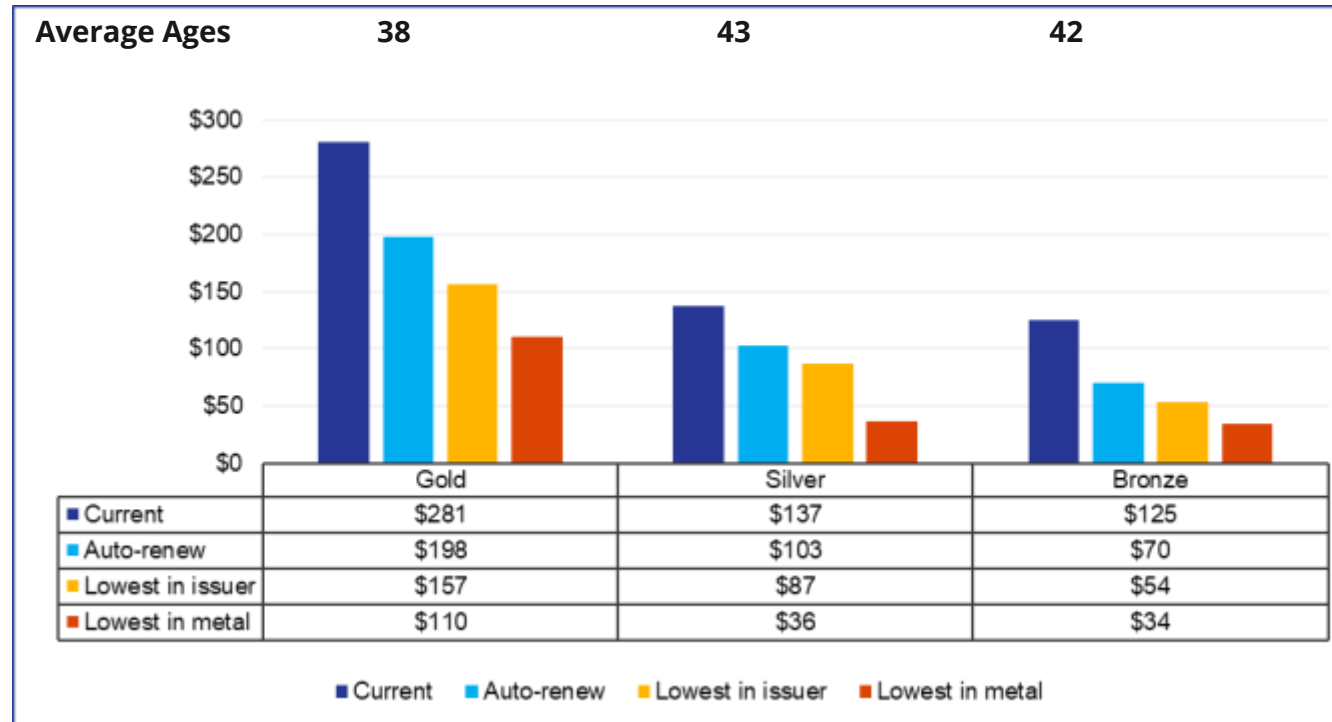


- Washington, Yuma, Phillips, Logan and Sedgewick saw decreases (-13%)
- Archuleta, Routt, and Jackson saw increases (>10%)
- ~44% of rating groups will see a change in SLCS issuer.

Consumer Impact

Premium Changes and Shopping Impact

Subsidy Eligible By Metal

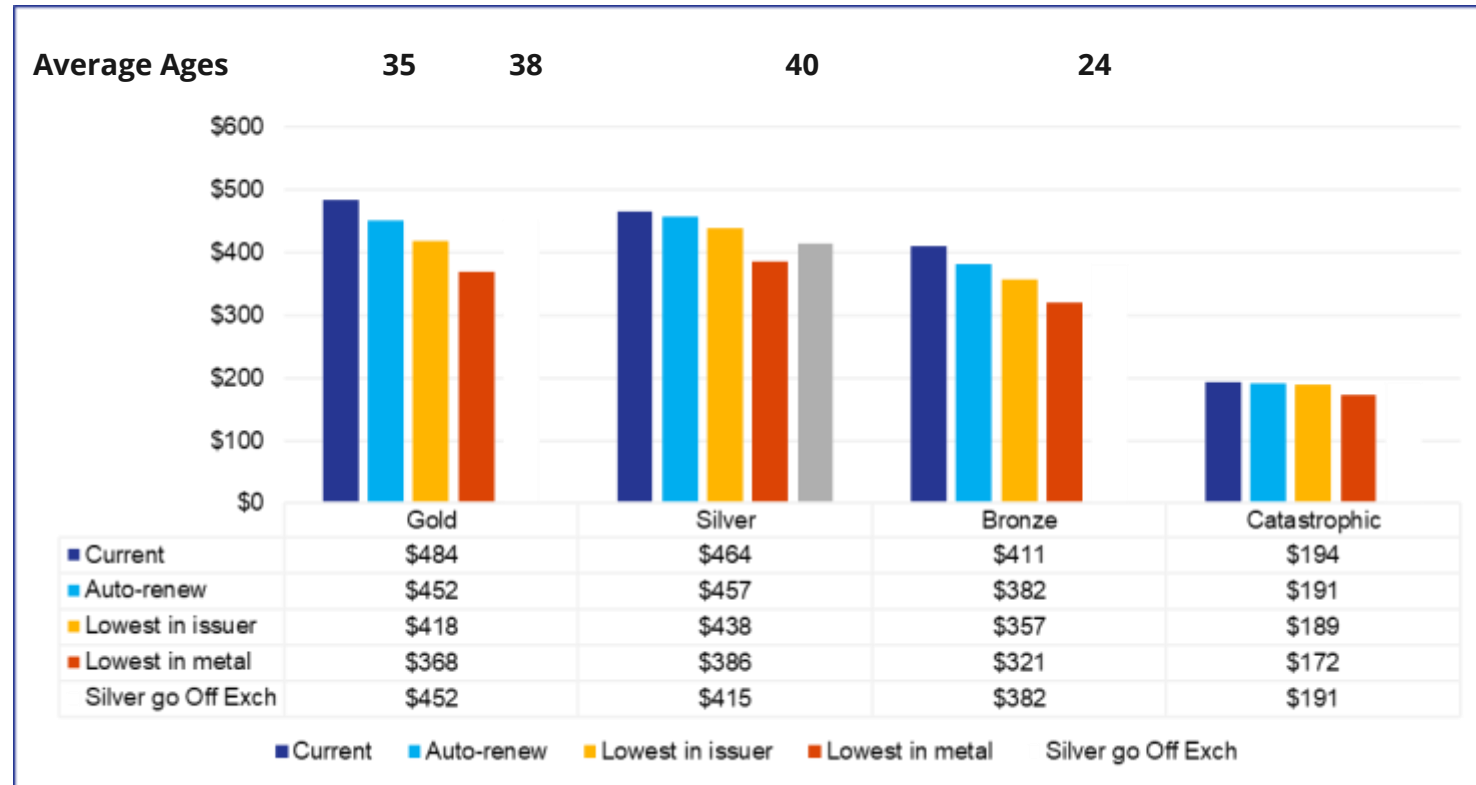


- Subsidized individuals that auto-renew to their current plan are likely to see a net premium decrease due to rich APTC offerings
- All metal tiers could benefit from shopping, and achieve an overall decrease in net premium from 2021.

Consumer Impact

Premium Changes and Shopping Impact

Non-Subsidy Eligible By Metal



All metal tiers could benefit from shopping, with more savings available if willing to move from current issuer. Notably, Silver plan members could shift to a Gold plan for a lower premium (lowest cost Gold is \$368 on average versus the lowest cost Silver of \$386)

Key Findings

Subsidy Use

- Approximately 18,217 (20,353 in 2020) enrollees appear to be eligible for Cost Sharing Reduction (CSR) plans but are not enrolled in Silver plans so they cannot take advantage of CSRs
 - Roughly 15,554 (18,250 in 2020) of these are in Bronze plans
 - More than 2,000 of these are in Gold plans, of which roughly 1,250 (800 in 2020) have household incomes below 200% FPL and are eligible for CSRs that would provide plans with a similar actuarial value for a lower premium
- 692 (516 in 2020) enrollees appear to be eligible for premium subsidies but are enrolled in Catastrophic plans
- Due to the decrease in the second lowest cost silver premiums in most areas of the state, there are 98 (1,974 in 2020) households in coverage through C4 who may stop receiving subsidies because the cost of the benchmark plan is lower than their required contribution
 - Rate increases resulting from the potential loss of subsidy will exceed 150%

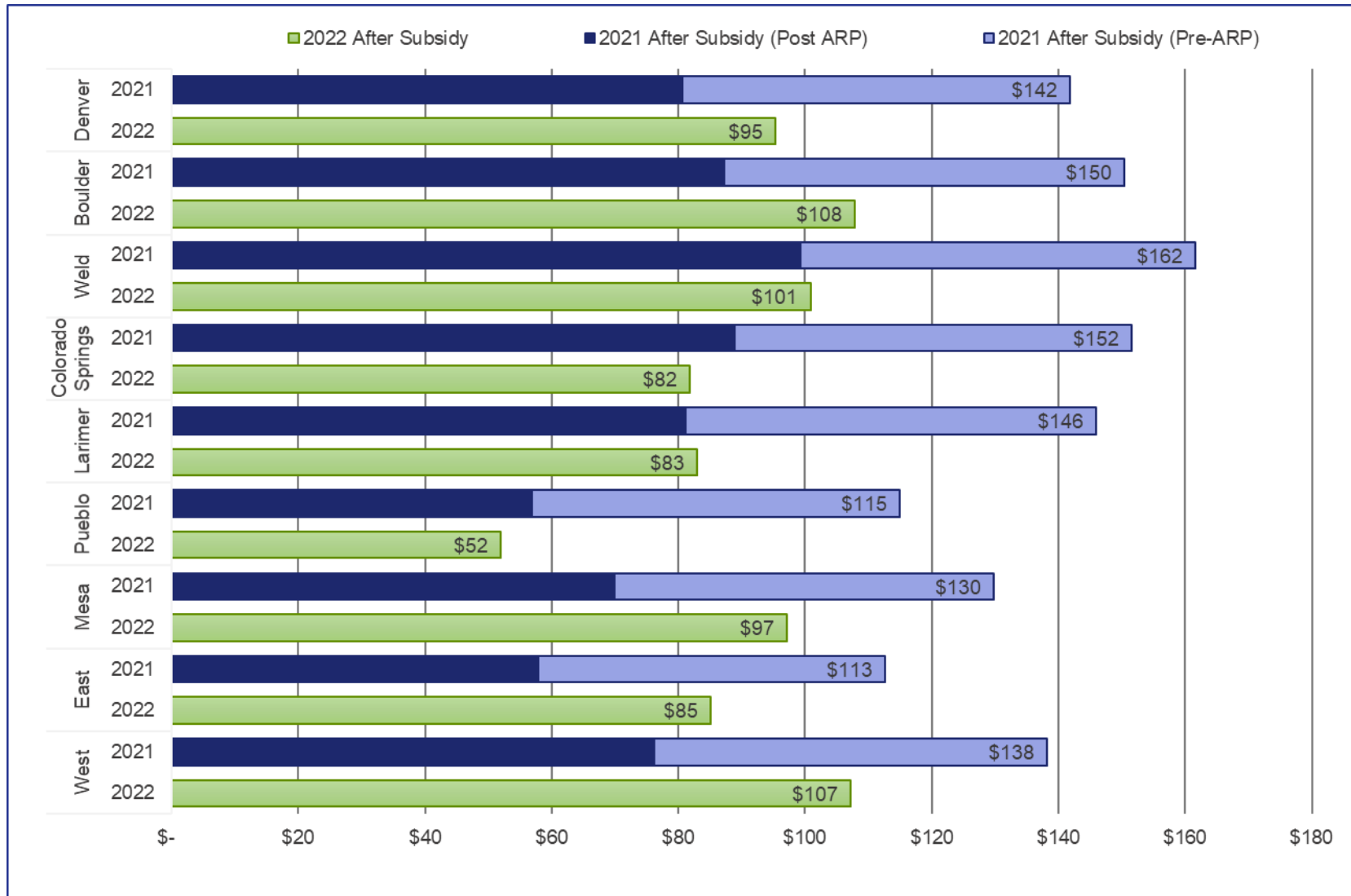
Appendix

Definitions

- Subsidy-eligible: Reported % of FPL in Enrollment detail between 0% and 400%
- Non-Subsidy-eligible: Reported % of FPL in Enrollment detail above 400% or not indicated
- Enrollee: Individual member enrolled in a plan
- Household: Group of family members covered by same plan
- County/zip group: Subset of zip codes within a county where all zip codes have same benchmark plan
- Discontinued Plans:
 - Plans that are not cross-walked to a 2021 plan on the exchange

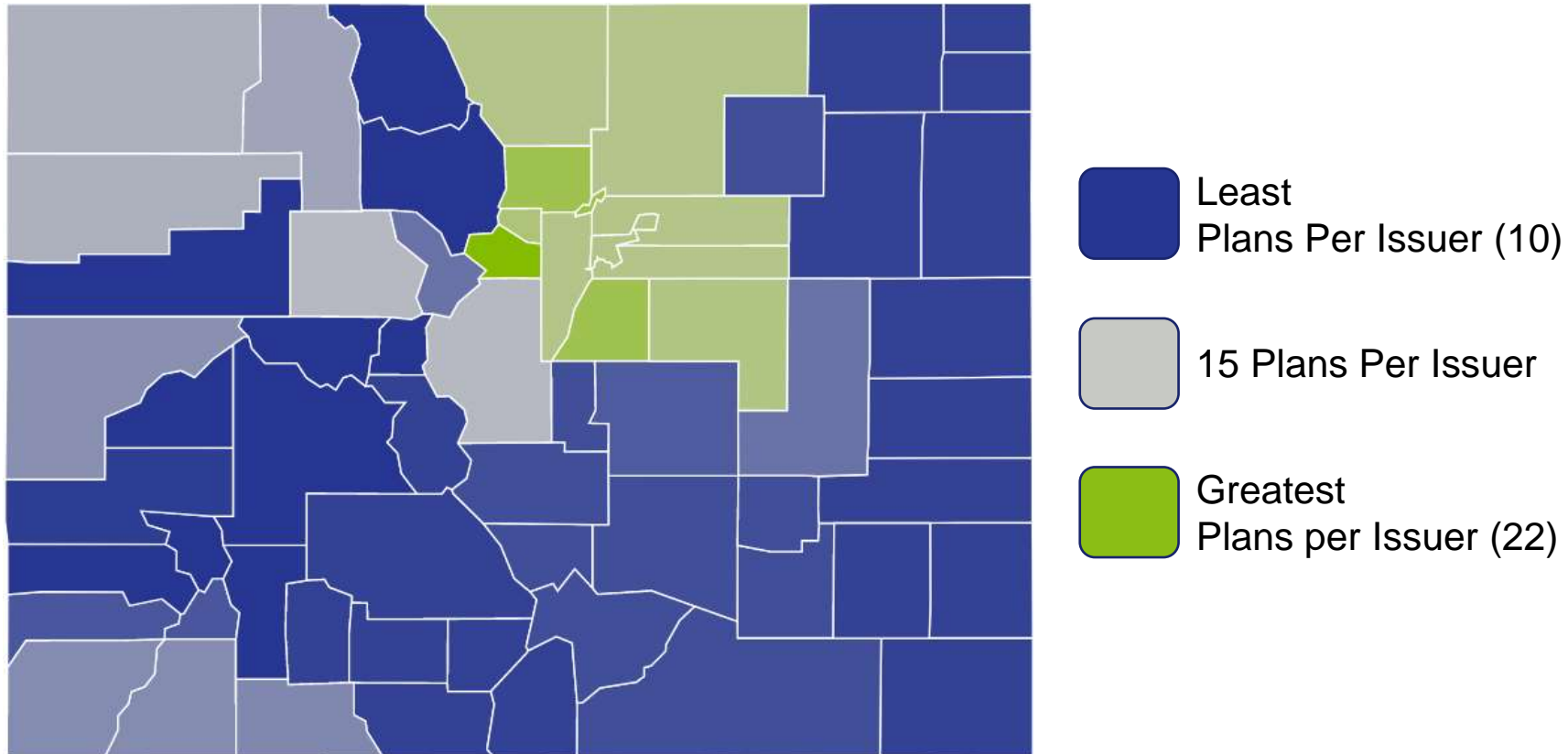
Key Findings: Estimated Impact of ARP

2021 to 2022 Auto-Renew Premium Changes After Subsidy



Consumer Choice

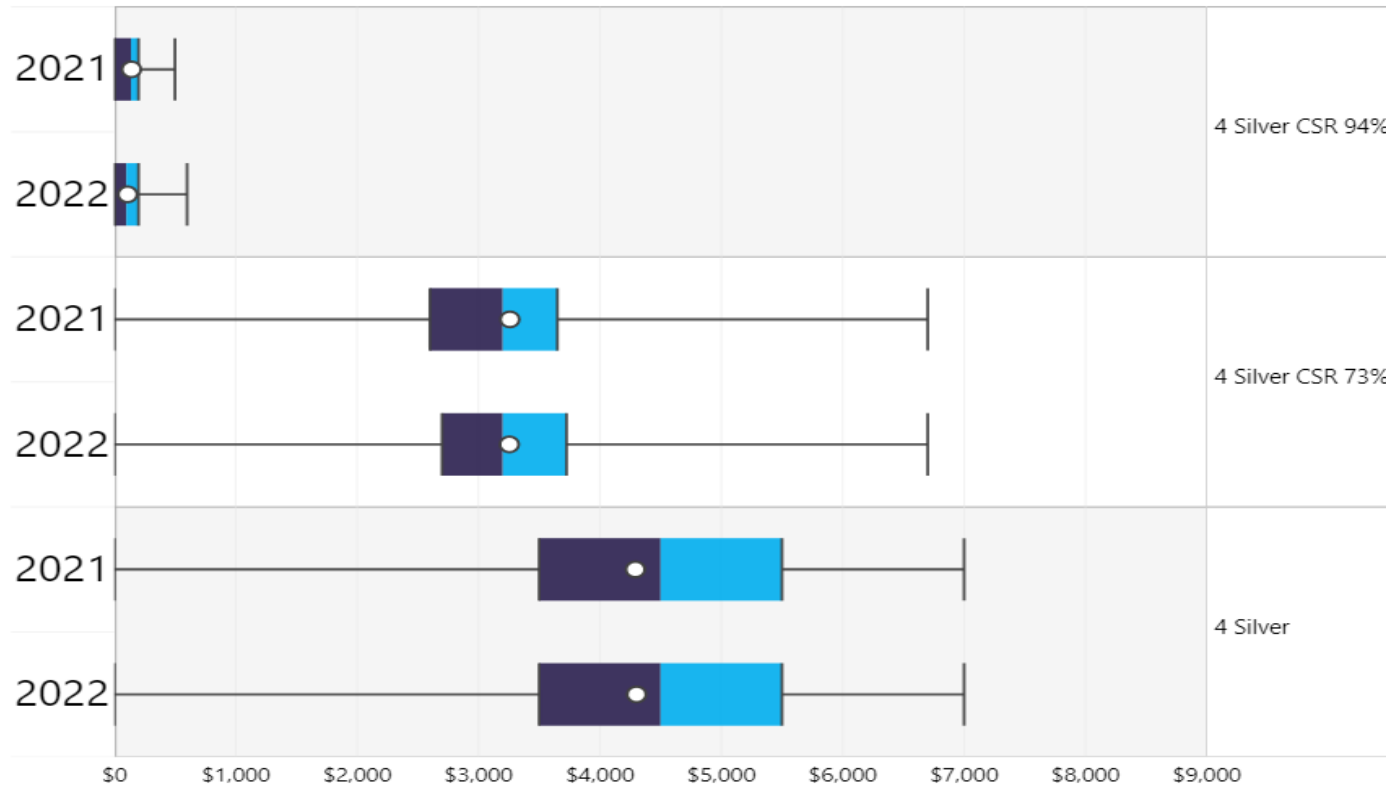
Average Plans Per Issuer



In counties with only one issuer, there are at least 11 plans being offered.

No material difference in number of plans offered per issuer by county from 2020.

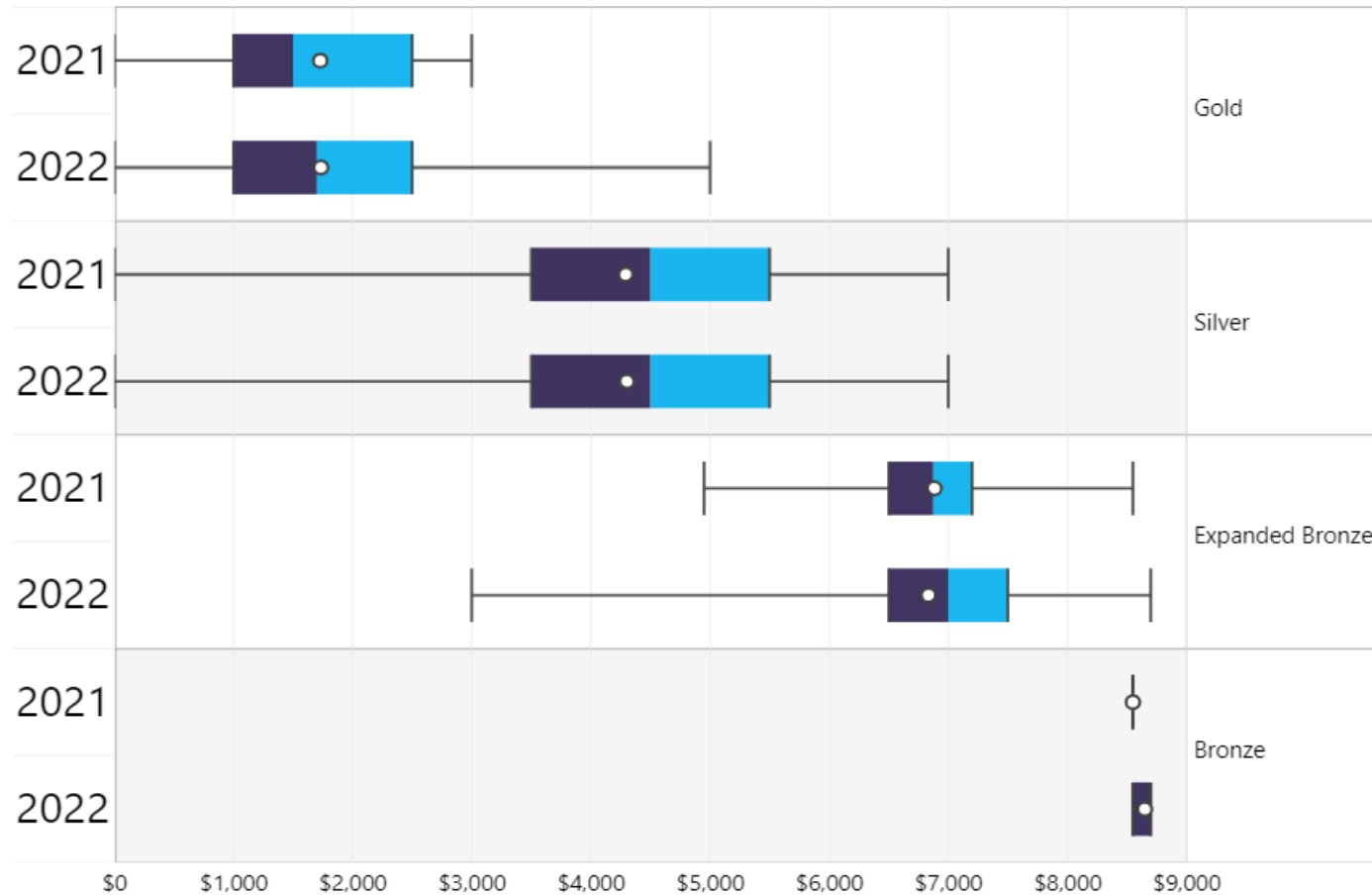
Plan Design – Silver Variants



2022 Deductible Ranges

Silver 94% AV	\$0-\$600
Silver 73% AV	\$0-\$6700
Standard Silver	\$0-\$7000

Plan Design

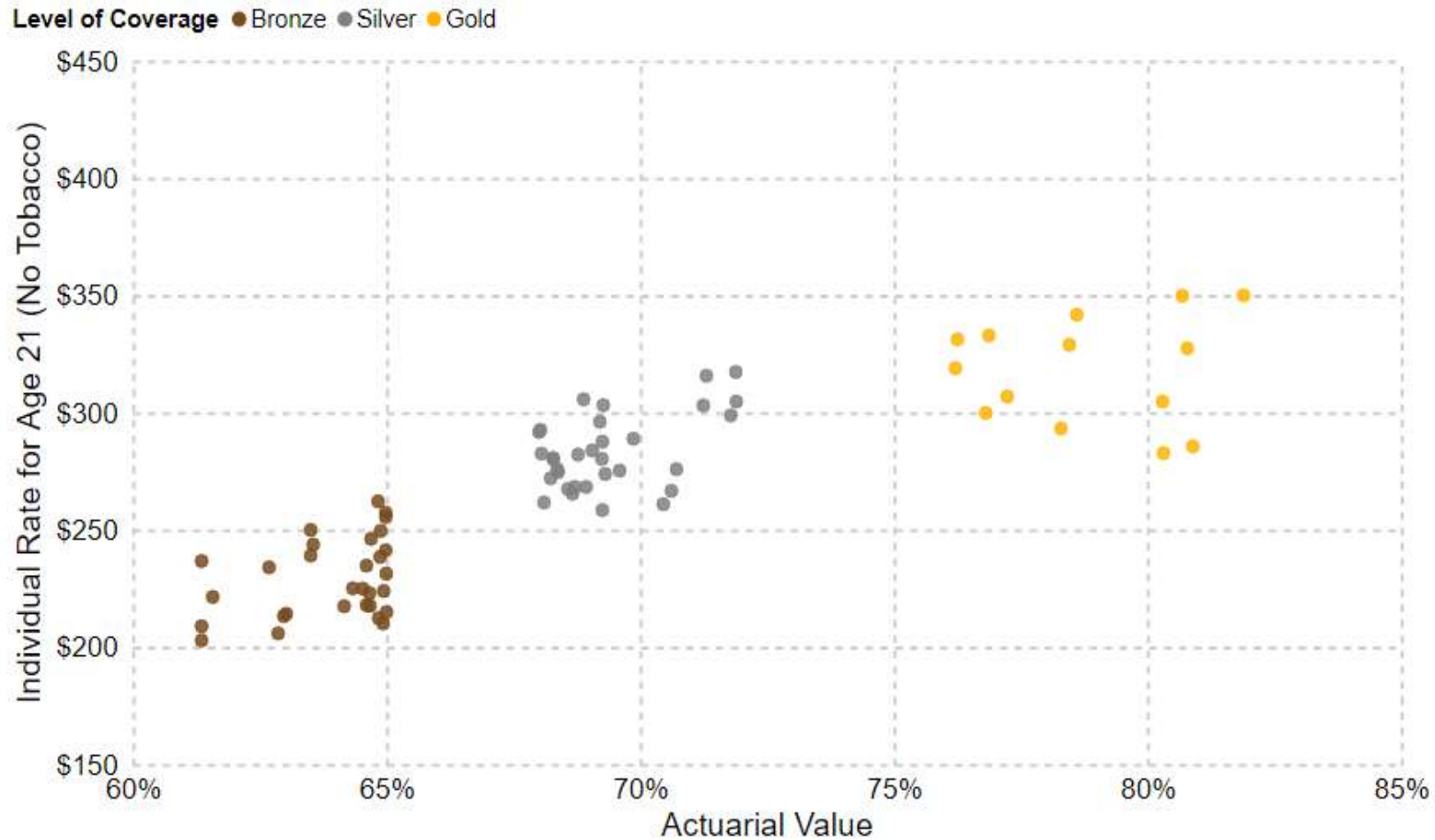


2022 Deductible Ranges

Bronze:	\$8550-\$8700
Expanded Bronze:	\$3000-\$8700
Silver:	\$0-\$7000
Gold	\$0-\$5000

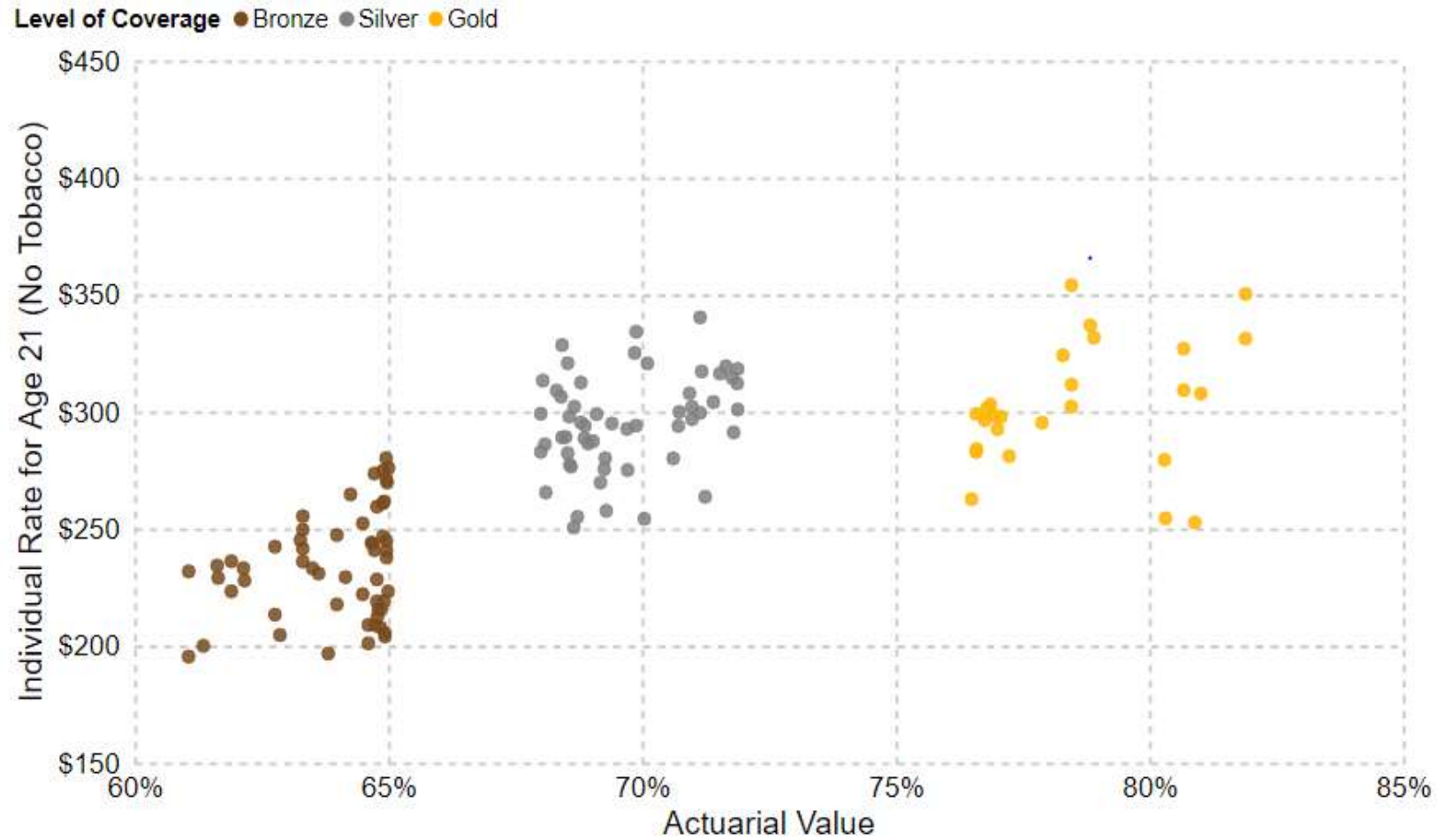
AV and Premium Relationship

2021 Plan AVs and Premiums – Jefferson County



AV and Premium Relationship

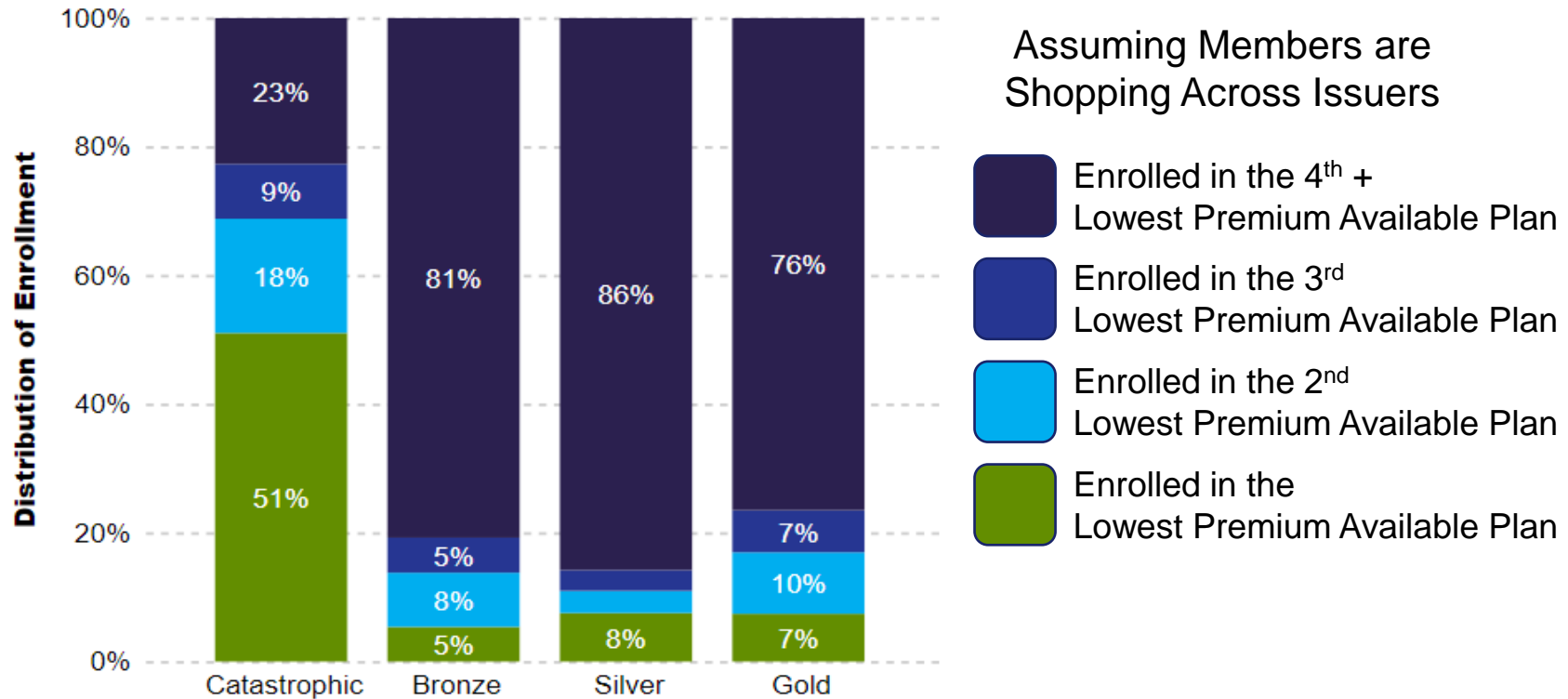
2022 Plan AVs and Premiums – Jefferson County



Consumer Impact

Enrollment by Plan Premium Rank

Non-Subsidy Eligible - By Metal

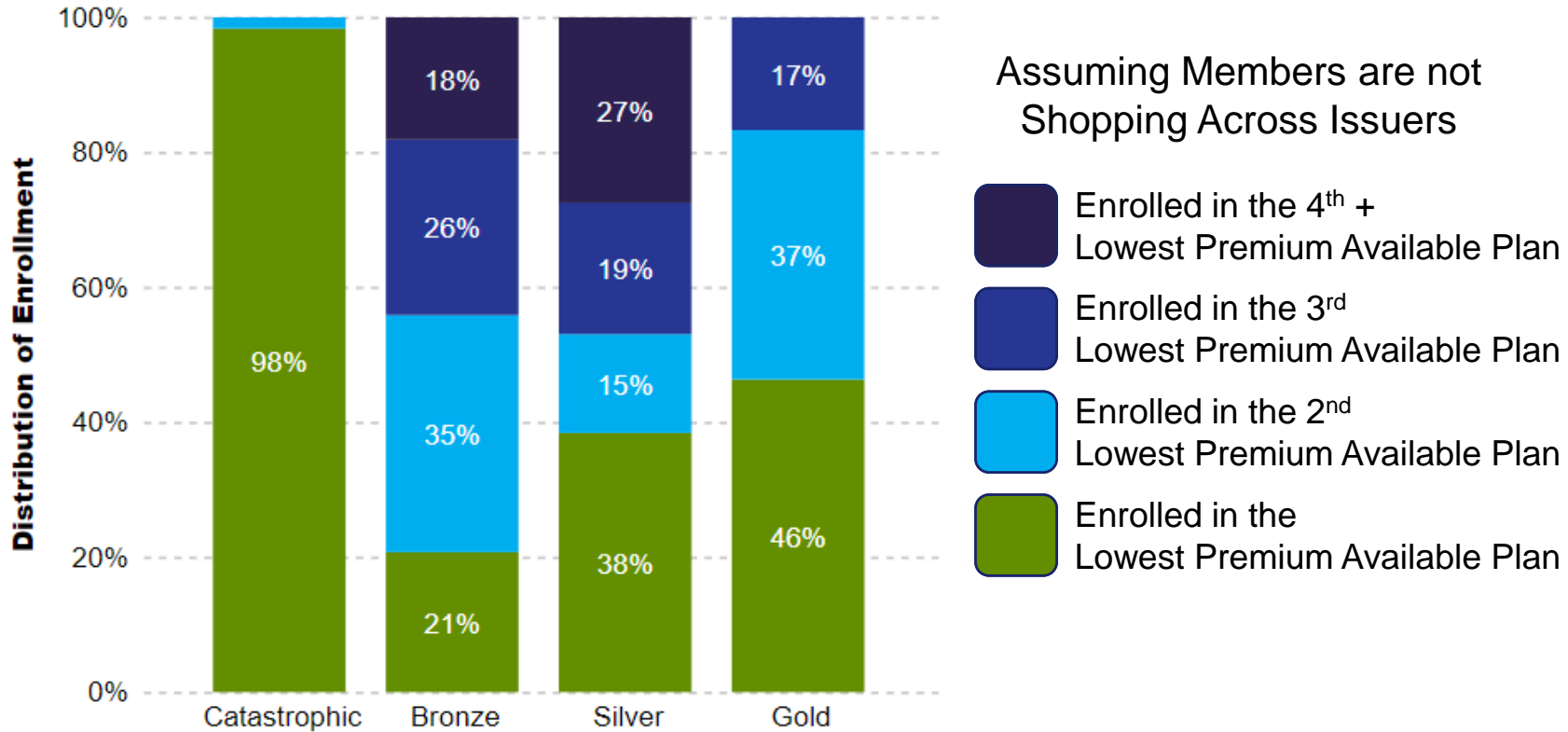


Enrollees show some preference for lowest cost plans offered in a metal tier.

Consumer Impact

Enrollment by Plan Premium Rank

Non-Subsidy Eligible - By Metal & Issuer



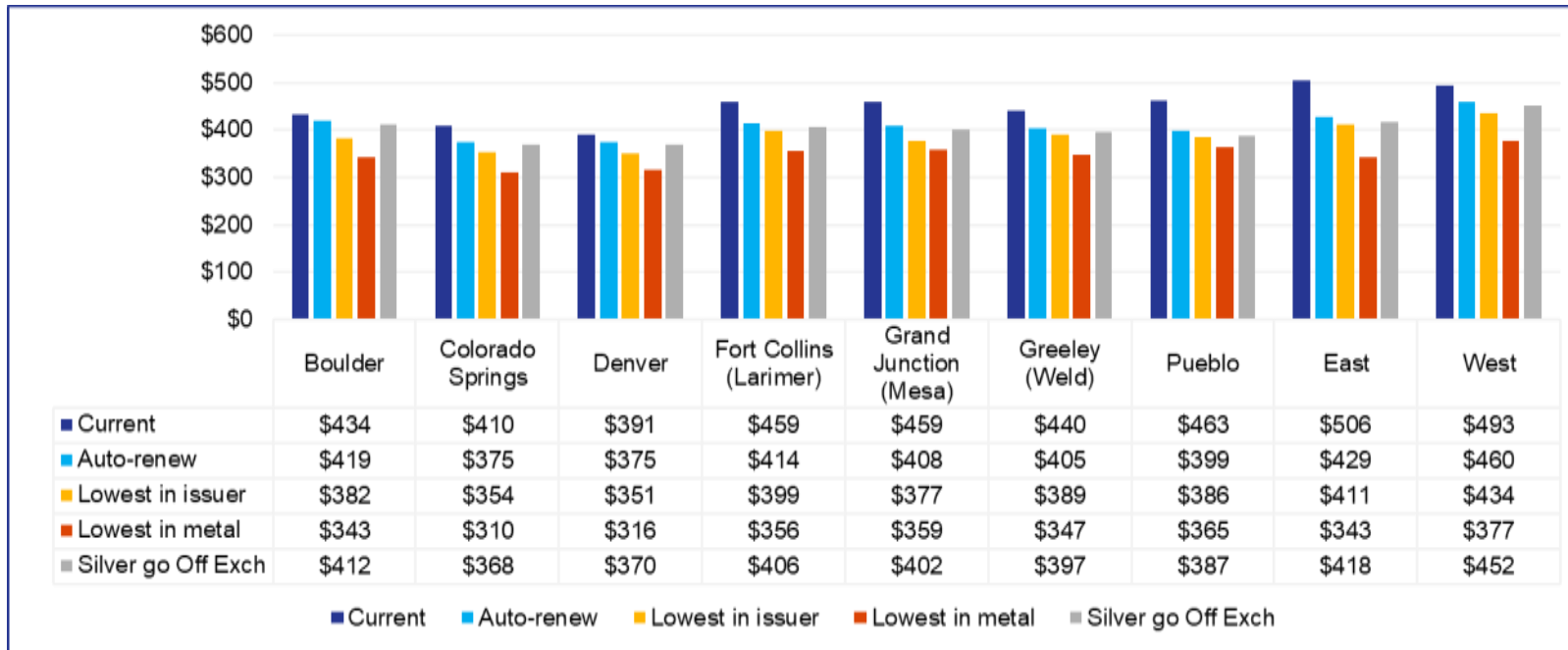
Within a given issuer, almost half of enrollees opt for the lowest premium plan.

Consumer Impact

Premium Changes and Shopping Impact

Impact of Shopping for Non-Subsidy Eligible Enrollees By Area

Enrollment 4.7K 2.7K 23.4K 2.6K 0.6K 1.5K 0.3K 1.1K 3.6K



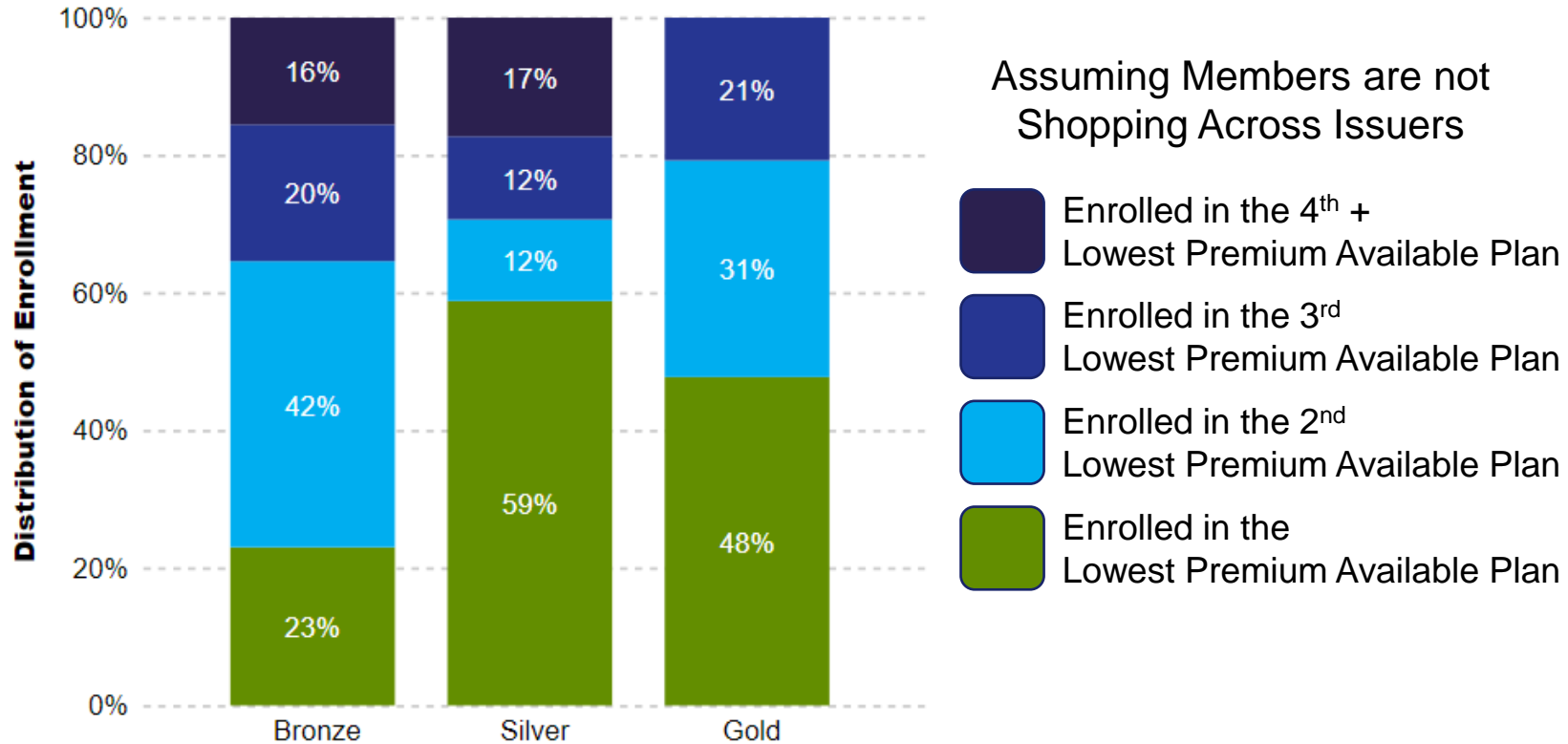
The decreases in APTCs are generally less than the decreases in standard plan rates. After APTC, premiums rise for enrollees in aggregate if individuals auto-renew.

Enrollees in some areas may need to change issuers in order to achieve premium reductions.

Consumer Impact

Enrollment by Plan Premium Rank

Subsidy Eligible - By Metal & Issuer

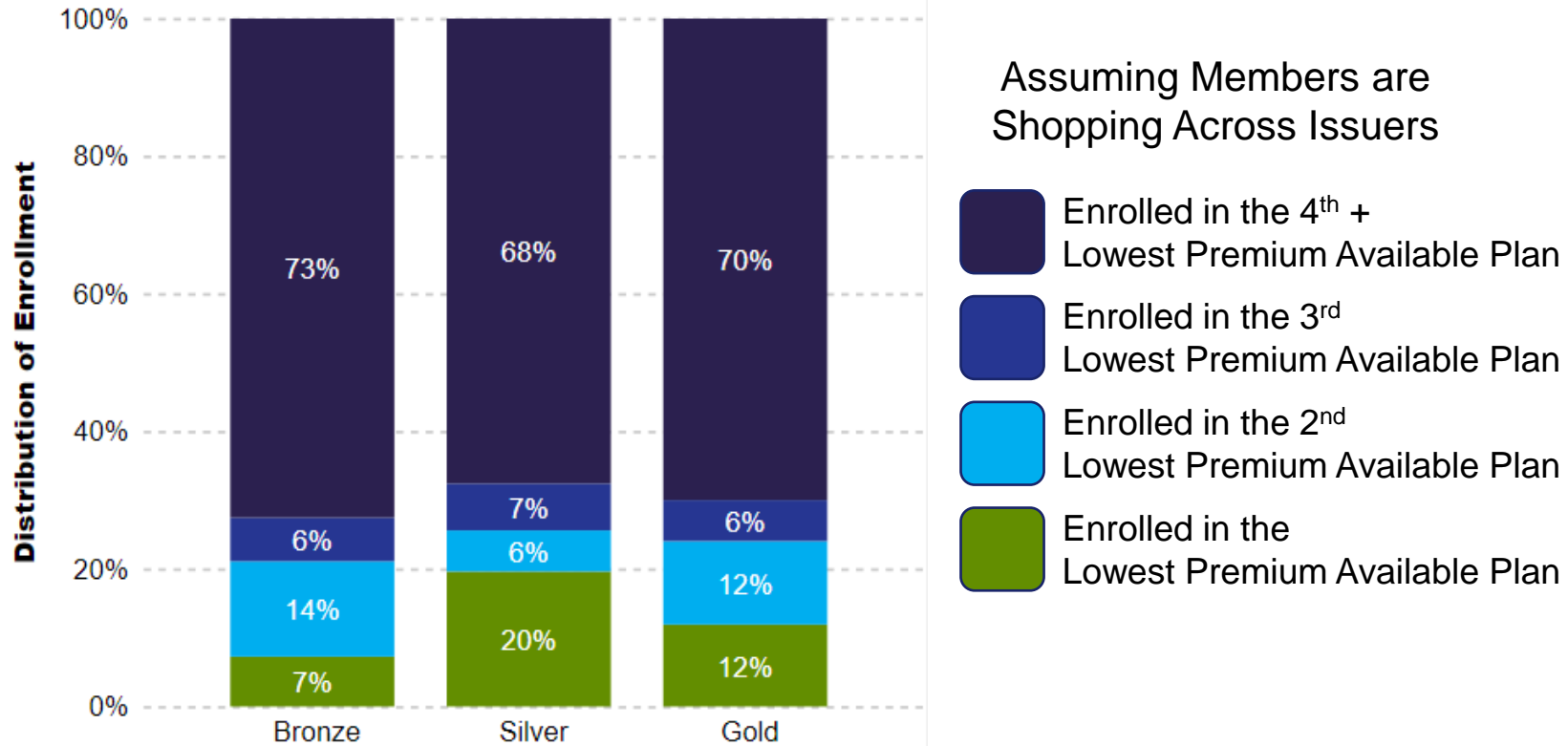


Enrollees show some preference for lowest cost plans offered in a metal tier.

Consumer Impact

Enrollment by Plan Premium Rank

Subsidy Eligible - By Metal



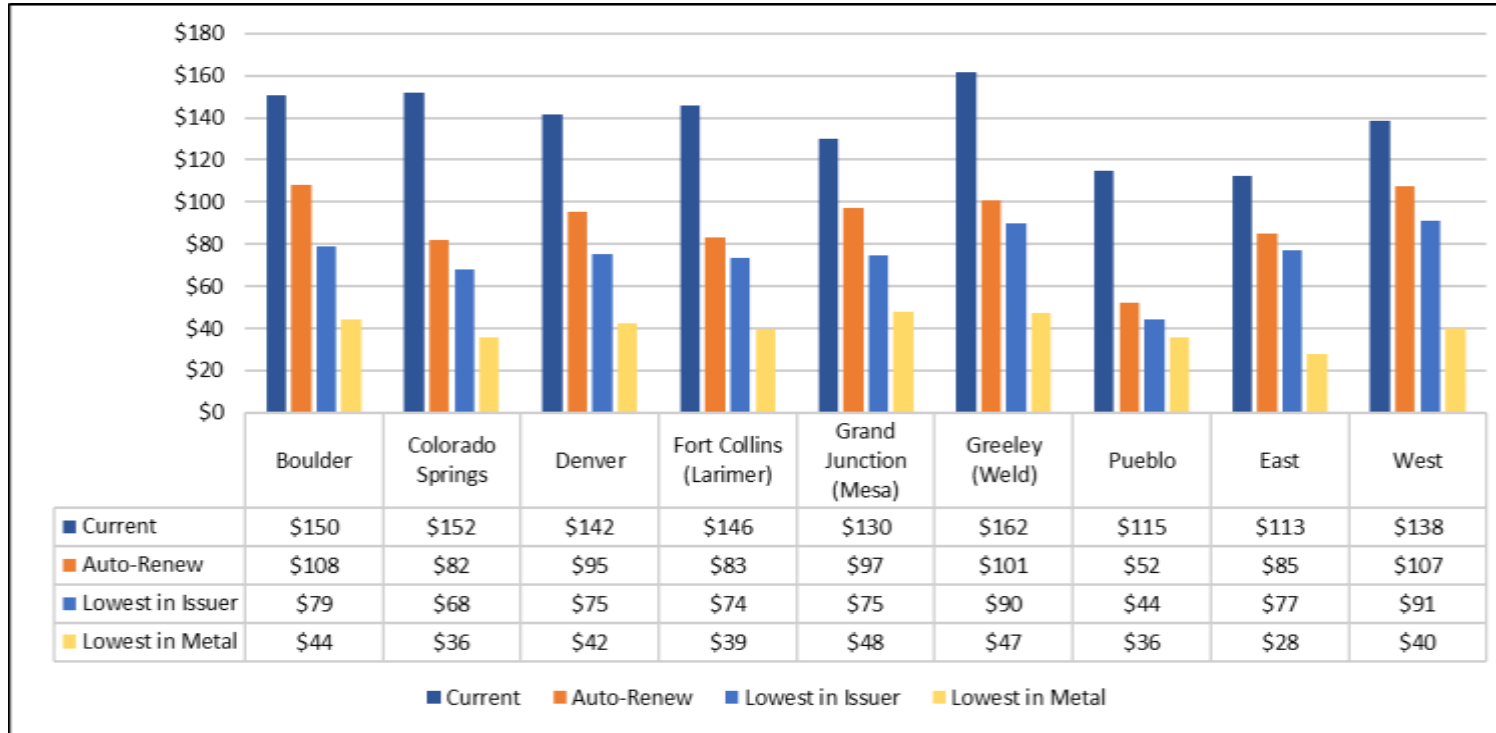
Enrollees show some preference for lowest cost plans offered in a metal tier.

Consumer Impact

Premium Changes and Shopping Impact

Impact of Shopping for Subsidy Eligible Enrollees By Area

Enrollment 9.1K 9.5K 57.2K 8.2K 3.0K 4.6K 1.6K 6.0K 17.4K

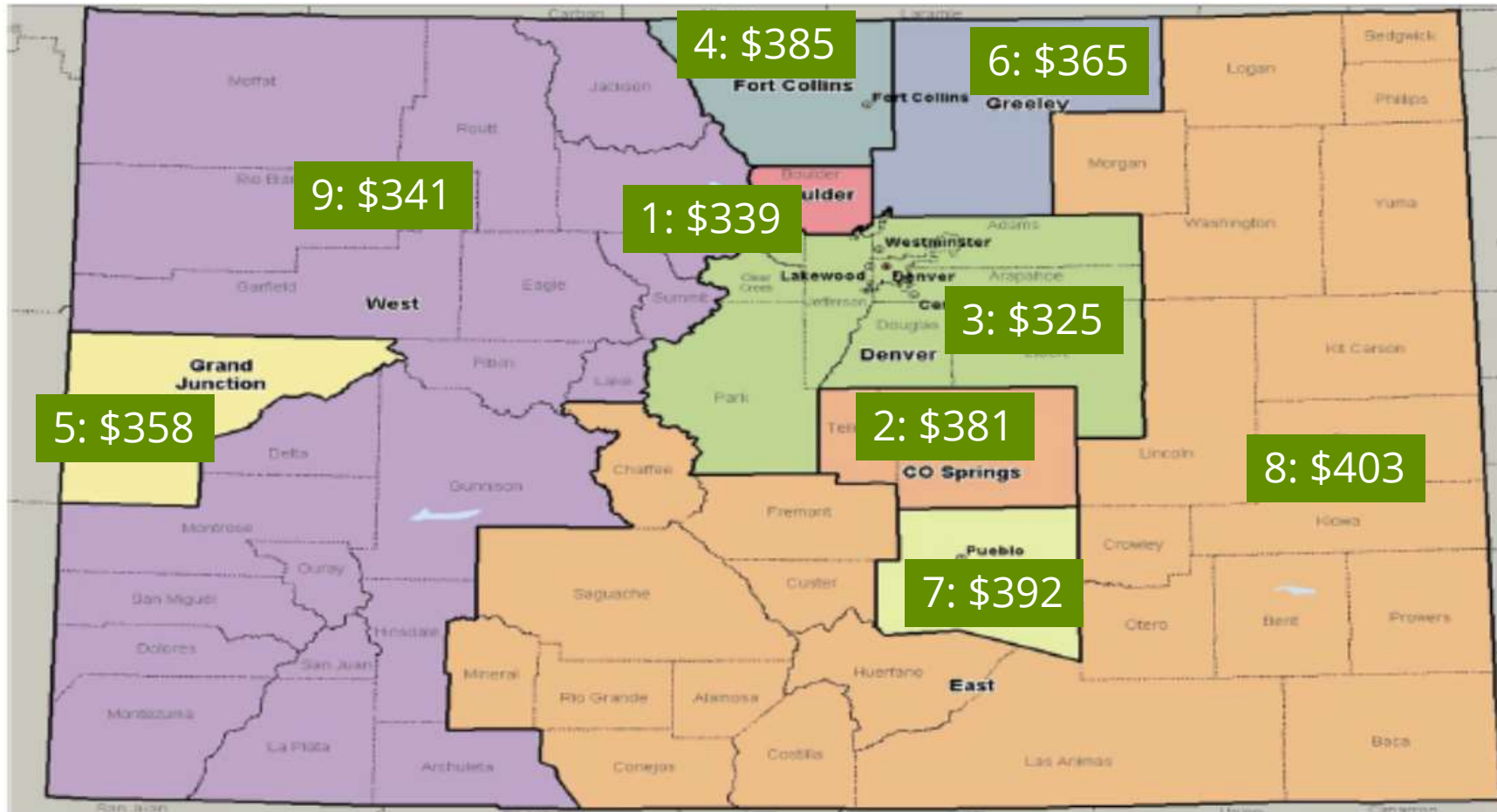


The decreases in APTCs are generally less than the decreases in standard plan rates. After APTC, premiums rise for enrollees in aggregate if individuals auto-renew.

Enrollees in some areas may need to change issuers in order to achieve premium reductions.

Premiums

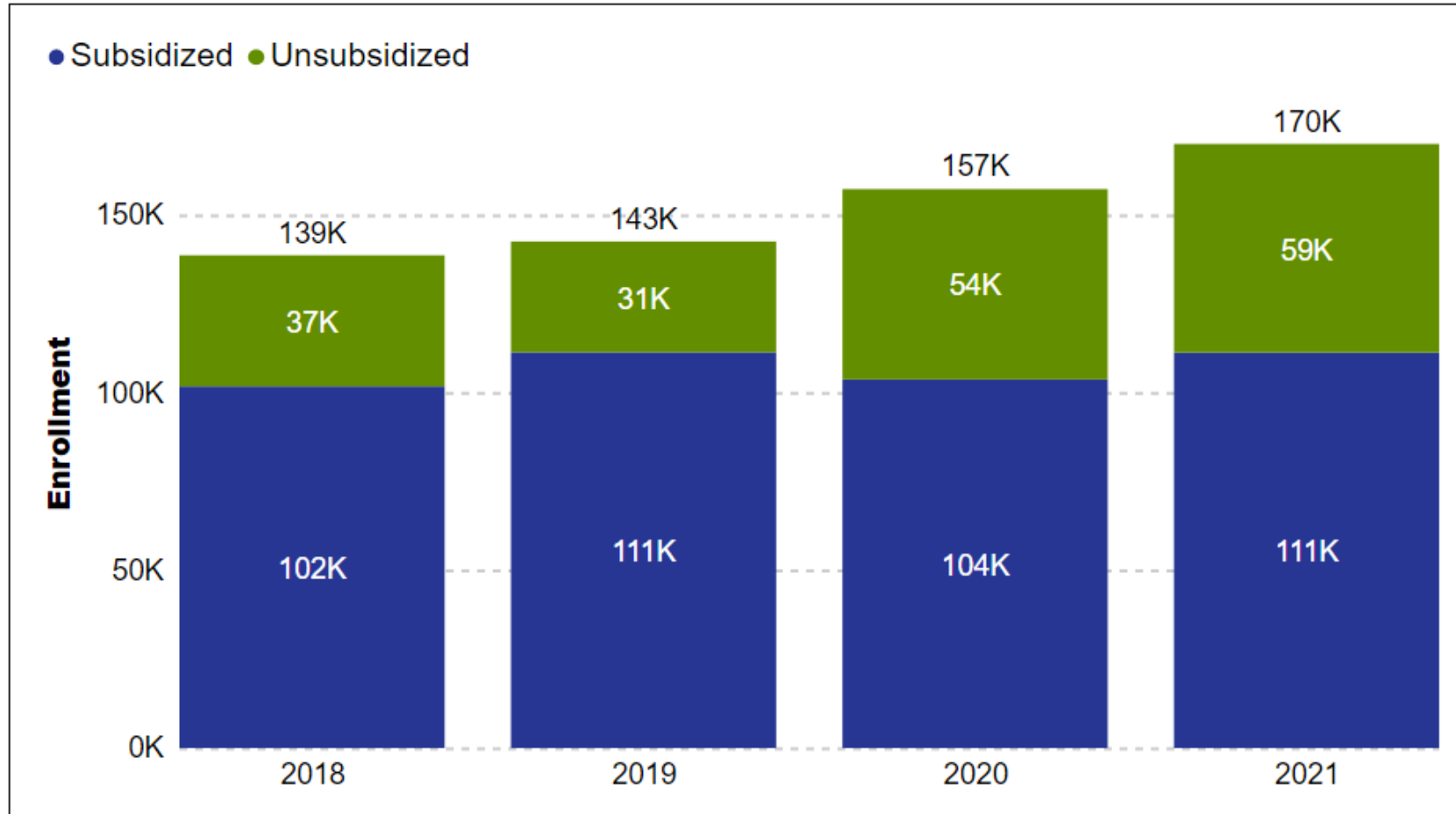
Regional Differences in Rates



Rates reflect weighted average Second Lowest Silver for Age 40 in rating area before advance premium tax credits

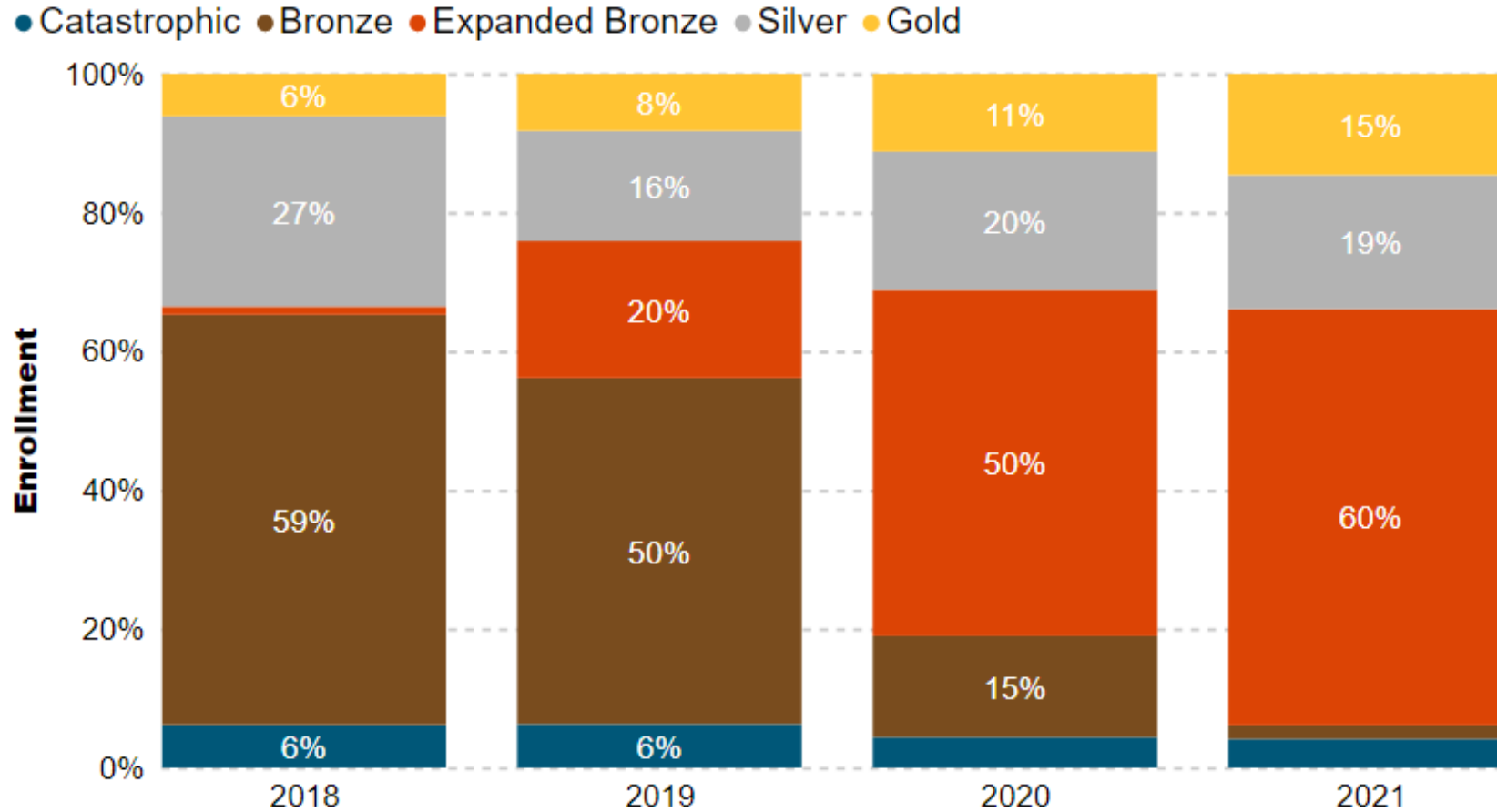
Effectuated Enrollment Changes

Total Membership Change for Subsidized and Unsubsidized Populations



Enrollment Changes

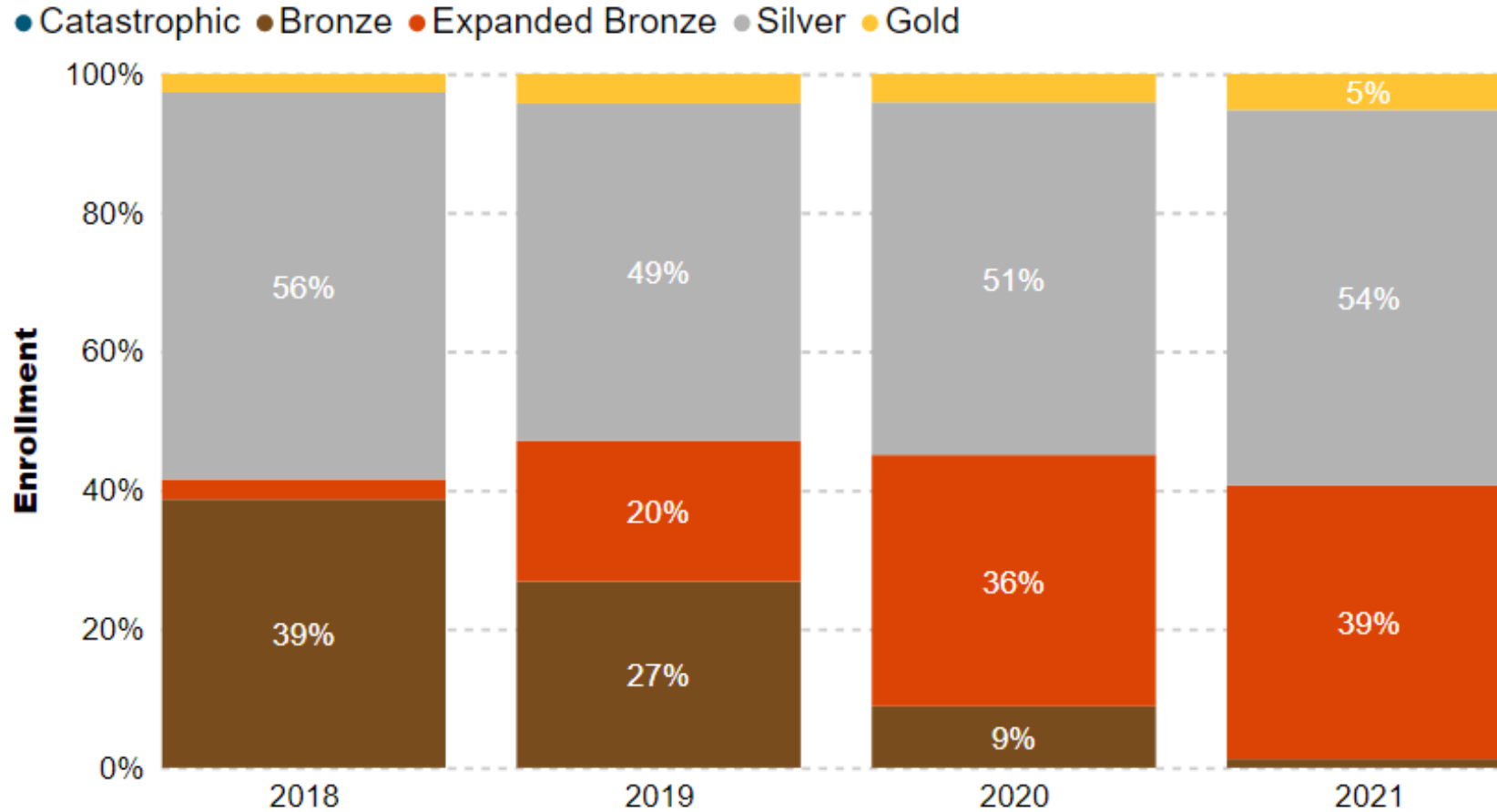
Membership changes by Metal – Unsubsidized Enrollees



- Growth of Expanded Bronze plans driven by new enrollees and migration from Bronze plans

Enrollment Changes

Membership changes by Metal – Subsidized Enrollees

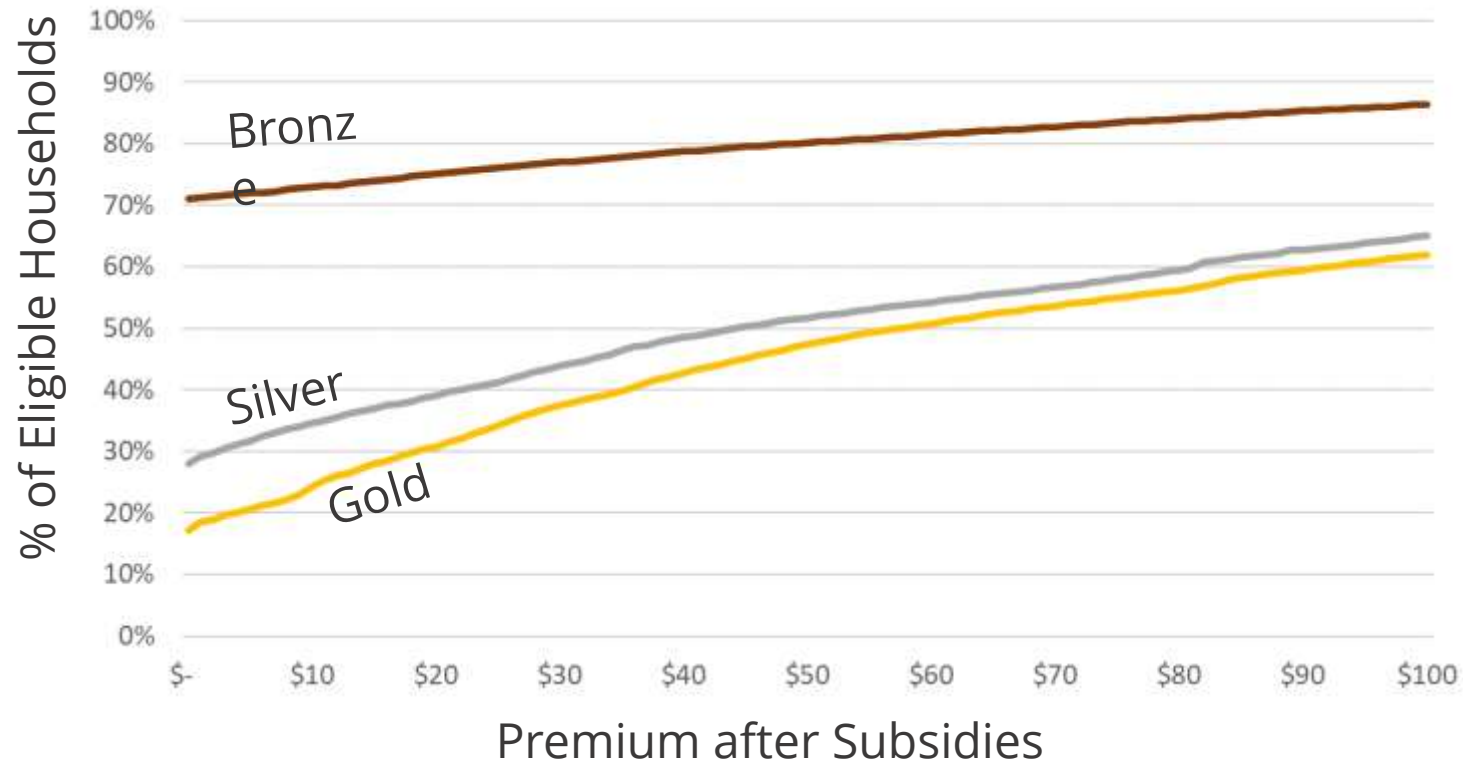


- Growth of Expanded Bronze plans driven by new enrollees and migration from Bronze plans

Disclosures and Limitations

- **Responsible Actuary.** Julie Andrews is the actuary responsible for this communication. Julie is a member of the American Academy of Actuaries and a Fellow of the Society of Actuaries. She meets the Qualification Standards of the American Academy of Actuaries to issue this report.
- **Intended Users.** This information has been prepared for the use of Connect for Health Colorado (C4HCO) to discuss the potential impact of 2022 Rate Changes. Wakely does not intend to benefit third parties and assumes no duty or liability to those third parties. Any third parties receiving this work should consult their own experts in interpreting the results. This report, when distributed, must be provided in its entirety and include caveats regarding the variability of results and Wakely's reliance on information provided by Colorado carriers and C4HCO.
- **Risks and Uncertainties.** The assumptions and resulting estimates and conclusions included in this report are inherently uncertain. Users of the results should be qualified to use it and understand the results and the inherent uncertainty. Actual results may vary, potentially materially, from our estimates. It is the responsibility of the organization receiving this output to review the assumptions carefully and notify Wakely of any potential concerns.
- **Conflict of Interest.** Wakely provides actuarial services to a variety of clients throughout the health industry. Our clients include commercial, Medicare, and Medicaid health plans, the federal government and state governments, medical providers, and other entities that operate in the domestic and international health insurance markets. Wakely has implemented various internal practices to reduce or eliminate conflict of interest risk in serving our various clients. The responsible actuary is financially independent and free from conflict concerning all matters related to performing the actuarial services underlying this analysis. In addition, Wakely is organizationally and financially independent from C4HCO and any Colorado carrier.
- **Data and Reliance.** Wakely relied on publicly available sources in this assignment. We have reviewed the data for reasonableness but have not performed any independent audit or otherwise verified the accuracy of the data/information. If the underlying information is incomplete or inaccurate, our estimates may be impacted, potentially significantly. Any errors in the data will affect the accuracy of the analysis and the conclusions drawn in this report. When performing financial and actuarial analyses on the current data, assumptions must be made where there is incomplete data. Improvements in data will allow for more accurate analyses and consistent reporting.
- **Subsequent Events.** Filings received after the date indicated will result in variation in results.
- **Contents of Actuarial Report.** This document and the supporting exhibits constitute the entirety of the actuarial report and supersede any previous communications on the project. This report is provided to C4HCO to discuss the potential options to stabilize the marketplaces. Any other use of this report may not be appropriate. Wakely does not intend third parties to rely on this report for any other purpose and assumes no duty or liability to parties other than C4HCO who use or receive this work. This report should only be reviewed and considered in its entirety.
- **Deviations from ASOPS.** Wakely completed the analysis using sound actuarial practice. To the best of our knowledge, the report and methods used in the analysis are in compliance with the appropriate Actuarial Standards of Practice (ASOP) with no known deviations.

What Percent of Subsidy Eligible Households Will be Able to Find a Plan in Each Metal Tier for a Given After Net Premium Amount?



Some may already be in a low net premium plan, some may need to shop.

Open Enrollment Marketing

Leslie Chadwick, Senior Manager of Marketing and Communications



Messaging

- Messaging
 - Open Enrollment core messaging focused on savings available due to expanded subsidies pursuant to the American Rescue Plan Act, expert assistance available and signing up before the deadlines.
 - Additional Messages
 - Enhanced Cost-Sharing Reduction Program
 - Easy Enrollment Program (Beginning January 2022)

Marketing tactics for Open Enrollment

- Earned Media
- Updated collateral – print via our Online store and a virtual toolkit available
- Emails to current and potential customers
- Social media – Facebook, Instagram, Twitter
- Paid Media



English Advertising Campaign

- We will spend \$1 million on this campaign
- We will purchase ad space on digital radio, place display and social media ads on digital, buy Preroll/CTV, radio time and print ads in rural newspapers.
- We also invest in paid search, search retargeting and video retargeting.

Bilingual Advertising Campaign

- We will spend \$350,000 with this campaign.

In addition to running digital display ads, we will run a Spanish and English email campaign and radio commercials (15-second and 30-second)

- Spanish and English radio interviews with trusted, local stations such as Hablemos Hoy con Rodolfo Cárdenas, KBNO Que Bueno's La Voz del Pueblo, KGRE/KRYE, KUHS and more

- Facebook advertisements

- Facebook Live segments with Univision Colorado



CONNECT for HEALTH COLORADO

¡Ahorros adicionales para la salud ya están disponibles!

Inscríbete antes del 15 de agosto

¡Te tenemos protegido!

Gracias a una nueva ley federal, más residentes de Colorado califican para ahorros en seguro médico, incluso aquellos que no eran elegibles en el pasado.

Con Connect for Health Colorado, el mercado oficial de seguros médicos, ahora es más asequible que nunca cubrirte.

¡Puedes calificar para planes por \$25 o menos!

Permítenos ayudarte a encontrar el plan de salud adecuado para las necesidades y el presupuesto de tu familia. Comunícate con un representante de Connect for Health Colorado para obtener la mejor cobertura médica. También puedes encontrar ayuda virtual y telefónica durante el proceso de inscripción.

Tres de cada cuatro clientes ahora pueden encontrar un plan por **\$25 mensuales o menos** con la ayuda financiera

La inscripción está abierta hasta al menos el 15 de agosto, pero entre más pronto completes tu solicitud, más pronto iniciará tu cobertura.

Obtén más información sobre la ayuda financiera

Click aquí



CONNECT for HEALTH COLORADO

Extra health savings available now!

Enroll before August 15th

We've got you covered!

Thanks to a new federal law, more Coloradans will qualify for savings on health care. Even those who were not eligible in the past may qualify for coverage at lower costs.

At Connect for Health Colorado, the official health insurance marketplace, coverage is now more affordable than ever with plan options for \$25 or less!

Let us help you find the right health plan for your family at a price you can afford. Contact a Connect for Health Colorado representative today to get the protection you need now.


Three out of four customers can now find a plan for **\$25 or less per month** with financial help

Enrollment is only open until August 15th. The sooner you complete an application, the sooner your coverage will begin! Call or visit our site for additional assistance with the enrollment process.

Learn more about your financial help

Click here

Paid Advertising Examples



NEW SAVINGS FOR HEALTH PLANS ARE HERE



NUEVOS AHORROS PARA PLANES DE SALUD ESTÁN DISPONIBLES



¡Ahorros adicionales para la salud ya están disponibles!

Inscríbete antes del 15 de agosto

¡Te tenemos protegido!

Gracias a una nueva ley federal, más residentes de Colorado califican para ahorros en seguro médico, incluso aquellos que no eran elegibles en el pasado.

Con Connect for Health Colorado, el mercado oficial de seguros médicos, ahora es más asequible que nunca cobrarte.

¡Puedes calificar para planes por \$25 o menos!

Permítenos ayudarte a encontrar el plan de salud adecuado para las necesidades y el presupuesto de tu familia. Comunícate con un representante de Connect for Health Colorado para obtener la mejor cobertura médica. También puedes encontrar ayuda virtual y telefónica durante el proceso de inscripción.

Tres de cada cuatro clientes ahora pueden encontrar un plan por **\$25 mensuales o menos** con la ayuda financiera

La inscripción está abierta hasta al menos el 15 de agosto, pero entre más pronto completes tu solicitud, más pronto iniciará tu cobertura.

Obtén más información sobre la ayuda financiera



Find health insurance now

Shop by Aug 15



Get started »




Now save 49% more

with financial help

Shop health plans by Aug 15



See your savings »



CONNECT for HEALTH COLORADO

Health plans now \$25/mo or less

3 of 4 customers qualify!



See your savings »

Discussion

- How are you communicating and spreading the word about open enrollment?
- Upcoming events, opportunities, etc. that we should know about?



Federal and State Legislative Updates

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



Proposed Health Provisions in Reconciliation

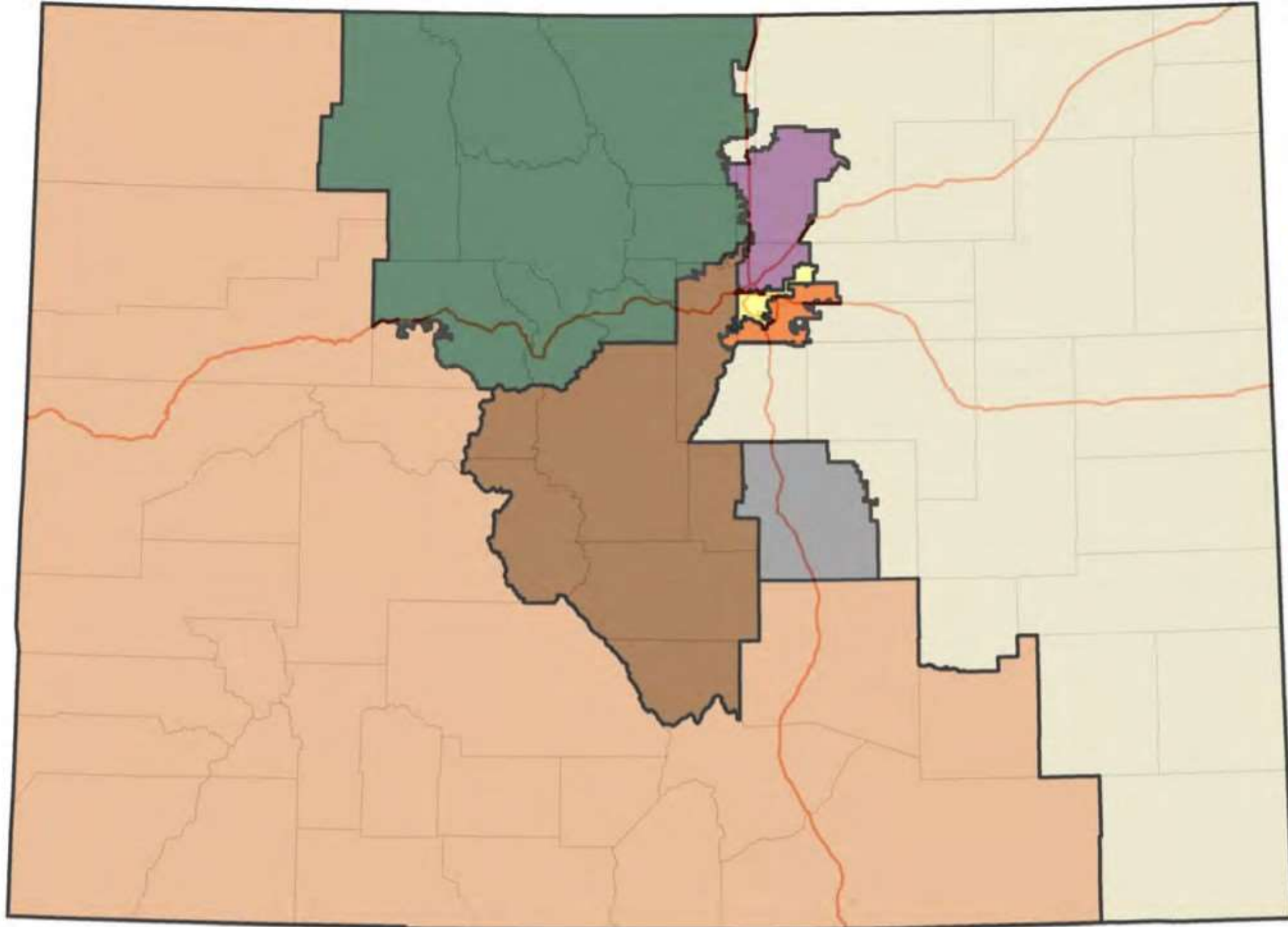
(Subject to change)

- Proposed Affordable Care Act Provisions:
 - **Extends the American Rescue Plan (ARP) Subsidies for both above and below the 400% FPL.**
 - **Modifies the Employer-Sponsored Coverage Affordability Test to 8.5% matching the ARP calculus.**
 - **Excludes Social Security benefit lump-sum payments for Americans with disabilities in MAGI.**
 - **Establishing a Health Insurance Affordability Fund.**
 - **Extends the Unemployment clause in the ARP to 2025.**
- A number of Medicare and Medicaid Provisions

Connect for Health Colorado will be monitoring each of these provisions as they move through Congress.

Redistricting Map of Colorado

- The Colorado Independent Congressional and Legislative Redistricting Commissions, established by Amendments Y and Z in 2018, are drawing Colorado's congressional and state legislative districts in 2021.
- Looking for a proposed map? Check out the [2021 Maps page](#).
- The Independent Congressional and Legislative Redistricting Commissions have both filed their redistricting plans with the Colorado Supreme Court. The court will issue an opinion on the congressional plan by November 1, 2021, and the state legislative plans by November 15, 2021.



- 1st Congressional District
- 2nd Congressional District
- 3rd Congressional District
- 4th Congressional District
- 5th Congressional District
- 6th Congressional District
- 7th Congressional District
- 8th Congressional District

Colorado Legislative Session begins on January
12, 2022.

Public Health Emergency Update

- Extended through January 15th 2022
- Rumor is that it will be extended further
- HCPF talking to CMS and expecting more guidance to come

Health Insurance Affordability Enterprise Implementation

- New this OE/Plan Year 2022:
enhanced cost-sharing reductions
- Customers at 150-200% of federal
poverty level purchasing or auto-
renewing into silver plans will
automatically receive the enhanced
CSR

Easy Enrollment Process Timeline

December 2021	January 1, 2022	By April 15, 2022	Through end of year	Tax year 2022
<p>- Broker/ Assister training will go live with final look and feel versions of the outreach letters.</p>	<p>-Tax Time Enrollment webpage goes live on www.ConnectforhealthCO.Com</p> <p>-External comms/outreach work begins</p> <p>-People can start filing taxes for the 2021 tax year.</p>	<p>-Colorado citizens will file their taxes and check a box on their tax forms.</p> <p>-After checking the box, people will receive 2 emails and 2 mailed letters referring them to the website.</p>	<p>-After verifying their eligibility with Connect for Health, potential customers will have 60 days to enroll.</p> <p>-If eligible, they can enroll in Health First at anytime.</p>	

- Brokers, Assisters, enrollment specialists
- E-Filing organizations, volunteer tax preparers (VITA sites)
- We will work with community partners, such as:
 - Community based organizations
 - Small business organizations
 - Health services and providers
 - Faith community
 - HR associations
 - Restaurant groups
 - Mile High Young Professionals
 - Counties
 - Community health centers
 - Rural health centers
 - School Boards
 - Workforce centers
 - Mental health providers (health care clinics)
 - Financial advisors
 - Elected officials
 - Federally qualified health insurance
 - School based health centers
 - Libraries

Easy Enrollment Implementation: Outreach

Board Advisory Group Vacancies

Mary Kirby, Jo Hubchik, and Devin Keppler have resigned.

Vacancies:

-2 health coverage guides

-2 issuer seats

-2 consumer advocate seats

Application is live:

<https://connectforhealthco.com/about-us/board-and-stakeholders/committees-groups/board-advisory-group/>

2022 Calendar

- Nov and Dec cancelled

- Meeting with each of you 1:1 to get to know you and your expertise better over the next few months

- Setting the 2022 meeting calendar

Questions and Public Comment

Thank you!