

Board Advisory Group Meeting Minutes
October 25, 2023
3:00 PM to 4:30 PM

Advisory Group Members Present: Brandon Arnold, Rosie Duran, Allison Mangiaracino, Julia Wiswell, Michelle Nay, Grace (Proxy for Liz Tansey), and Cindy Watson.

Advisory Members Absent: Jane Barnes, John Barela, Krystin Beadling, Rachel Dauer, Nikki Meredith, Kavita Nair, Bethany Pray, Donna Wehe, Melanie Herman, Eddie Sandoval, and Chandler Budlong-Springer.

I. Welcome & Introductions

Jessalyn Hampton called the meeting to order at 3:06 p.m., welcoming everyone in attendance. The August meeting minutes were approved.

There are two vacancies in the Group for the Consumer Advocate position.

II. Fireside Chat: CEO Kevin Patterson

None

III. Open Enrollment Updates

Danny O'Neil provided the Open Enrollment update on the following topic:

- Enhanced Cost Sharing Reductions Data

IV. Product Development Presentation

Kelly Davies presented what is needed for Pendo support

- PENDO and improving decision support tools
- User research
- Stakeholder feedback
 1. What questions do you have about the customer journey?
 2. What customer behaviors are you most interested in?
 3. During Open Enrollment, please identify areas of improvement for the decision support tools.
- Data Analytics

Jessalyn Hampton presented a walkthrough on the customer experience in the application enrollment process.

- Quick Cost and Plan Finder
- Account Creation and Let Us Guide You Pages
- Tell Us About Yourself
- Eligibility Determination
- Enrollment Groups and Shopping

- Enroll and Payment

V. Policy Updates

Rachel Peters provided more information on the Pregnancy Special Enrollment Period (SEP).

- Customer Journey
 1. Help Text informs the customer they must contact the Customer Service Center
 2. Customer Service Center verbally provides customer with notice of date and financial help options
 3. If eligible, customer “unlocks” shopping ability
 4. Customer enrolls and selects coverage date
 5. Issuer may reach out for pregnancy verification
 6. HSA filter functionality

VI. Legislative Oversight Committee Bill

Jessalyn Hampton provided information on the Health Benefit Exchange Legislative Oversight Committee Bill.

- Modernize Health Benefit Exchange Governance
- Removes January 15th due date for Connect for Health Colorado’s required report to the Legislature and Governor
- Clarifies timing and frequency of Legislative Oversight Committee meetings

Slides from today’s meeting can be found [here](#).

VII. Public Comment

Daniela Gosselova provided public comment.

Meeting adjourned at 4:19 p.m.