

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

**Board Members Present:** Elizabeth Arenales, Claire Brockbank, Mike Conway, Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, Marc Reece, Sharon O’Hara, Mike Stahl, Dick Thompson

**Board Members Absent:** Kim Bimestefer

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

The conference line was available for people to join by phone.

**I. Business Agenda**

- Adela Flores-Brennan called the meeting to order at 12:00 p.m. and welcomed those in attendance by teleconference or on the phone.
- The minutes from the March Board meeting were reviewed and approved.
- Changes to the agenda: None.
- Disclosure of conflicts of interest: None.

**II. Board Report**

Ms. Flores-Brennan thanked the corporate and service center staff for the effort put into creating and running the special enrollment period (SEP), due to the COVID-19 pandemic.

**III. CEO Report**

Action Items

The Board reviewed the updated list of action items.

COVID-19

Staff updated the Board on the steps taken for the COVID-19 pandemic.

- In the first week of March, leadership evaluated all processes to establish a work from home environment if necessary.
  - All Denver office staff began working from home on March 16, 2020.
  - Leadership and customer service staff in Colorado Springs worked directly with vendor, Faneuil, for determination of transitioning to work from home for the staff as needed.
  - Strong communication avenues were created for all staff members.

- Established advice and support for managers to manage team members in a remote atmosphere.
- Provided resources for staff including morale and outside support services
- The migration to Faneuil service center operations continues and has just finished its fourth week.
  - Currently there are 70 customer service representatives in Colorado Springs, 24 are Connect for Health Colorado staff and the remaining are Faneuil staff. Half of the service center staff are working from home and half are working out of the office.
  - Remote training has been implemented for the service center staff.
- The SEP due to COVID-19, continues, and metrics for March 20 to April 6 are:
  - The SEP was ramped up in days at the same time the organization was transitioning staff to work from home.
  - Total calls handled – 12,002.
  - Average speed of answer – Faneuil: 19:36, Member Service Unit (MSU): 12:39.
  - Abandonment rate: 39%.
- Marketing has been ramped up to communicate the SEP to Coloradans:
  - 8,500 plan submissions from March 30 to April 3.
  - 86,276 people viewed the website.
  - The SEP was communicated through digital and social advertising.
  - There were 165 media mentions.

**Action Item**

Staff to review possible outreach attempts for customers who chose the non-financial assistance route when purchasing a plan.

PBC

Erin Autrey, with 3 Story Design, shared the status of the process for the initial brand and naming exploration for the Public Benefit Corporation (PBC). Key takeaways include:

- Audience personas were identified
- Brand launch goals were created
- Brand positioning was determined
- Brand attributes were named
- The connection to Connect for Health Colorado was defined

The topline messaging for the Public Benefit Corporation is that *it is a new, centralized platform for improving the health, wellness, literacy and overall well-being of Colorado residents by increasing access to trusted, quality health products, benefits and services.*

**Action Item**

CEO to provide the Board with a list of desired experience and skills

for determining potential Board members for the PBC.

#### Vision Statement

Staff and Board members were asked to submit suggestions for the organization's vision statement. The suggestions were compiled and staff was asked to rate their top three choices.

The Board suggested the statement should be short and aspirational. The Board was asked for any feedback to be submitted by April 23<sup>rd</sup>. A more finalized vision statement, or statements, will be brought to the May Board meeting.

#### Strategic & Operational Goals for Upcoming Fiscal Year

The strategic plan meeting will be moved to September.

#### PSO 2019 Annual Update

The annual update of the organization's privacy and security was presented by the privacy and security officer, Michael Stephen. Highlights and achievements for 2019 were:

- Negotiated CMS authority to connect (ATC)
- Risk reduction
- Business support

### **IV. Finance & Operations**

#### Extension of Technology Contract

Staff is seeking Board Approval to extend the current hCentive fixed capacity staff service contract for six months. This extension will provide the resource capacity to ensure smooth operations of the current enrollment system.

The Finance and Operations Committee recommends approval for the organization to proceed in extending the existing technology services provided by hCentive for six months (August 2020 – January 2021). The total estimated cost for the services for the six months is not to exceed \$915,000.

Ms. Flores-Brennan called for public comment. There was no public comment.

Ms. Flores-Brennan called the recommendation to a vote. The recommendation was approved as follows:

**Yes:** Claire Brockbank, Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, Sharon O'Hara, Marc Reece, Mike Stahl and Dick Thompson

**No:** None

**Abstain:** None

#### Auditor for FY 20

Staff requested approval to engage with the auditing firm of Plante Moran for the financial audit for fiscal year 2020.

The Finance and Operations Committee recommended approval of the auditing firm Plante Moran for the financial audit for fiscal year 2020.

Ms. Flores-Brennan called for public comment. There was no public comment.

Ms. Flores-Brennan called the recommendation to a vote. The recommendation was approved as follows:

**Yes:** Claire Brockbank, Adela Flores-Brennan, Patrick Gordon, Annie Lee, Lorez Meinhold, Sharon O'Hara, Marc Reece, Mike Stahl and Dick Thompson

**No:** None

**Abstain:** None

#### **V. Policy**

Every year the organization contracts with the Colorado Health Institute (CHI) to do an analysis of Coloradans who are eligible for APTC but did not enroll in an APTC health plan. Recently the Board Advisory Group was asked for suggestion of additional points of data to be included in the analysis:

- Age
- Citizenship status
- Primary language
- Race
- Ethnicity

#### **Action Item**

Staff to request CHI to remove as much data related to the COVID-19 enrollments as possible when completing the analysis.

#### COVID Policy Update

The policy team is focusing on various COVID-19 initiatives to help consumers obtain and retain coverage. The team is tracking policy initiatives from various agencies/bodies:

- Federal legislation (e.g. CARES ACT)
- CMS, HHS Guidance
- DOI Bulletins and Guidance
- HCPF COVID-19 Related Projects

Legislative Update

The General Assembly is temporarily adjourned. The Colorado Supreme Court ruled that they will be able to pick-up where they left off on their 120 days of session, once they reconvene.

The Legislative Executive Team has determined to attempt to reconvene on May 18<sup>th</sup> with the goal to pass the budget by the end of May.

Staff requested board members to emphasize the importance of passing HB 20-1236, the Easy Enrollment Bill, in any conversations they may have with Legislators.

**VI. Public Comment**

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

The meeting adjourned at 2:35 pm.

Respectfully submitted,

Claire Brockbank  
Secretary

**Next Meeting**

May 11, 2020 from 12:00 p.m. – 3:00 p.m.