



Board Action Items

Action Item	Responsible Party	Dte Assigned	Update/Reponse	Notes
Policy Committee to explore any policy changes that could help improve the churn rate.	Policy Committee	12/09/19	Expecting additional information from HCPF by June	
Staff to compare last year's auto renewal rate to this year's auto renewal rate.	Marketing & Outreach	01/13/20	A higher number of customers auto-renewed in 2020 than in 2019. This is likely due to greater stability in plan offerings. Our 2020 customer survey also indicates that renewing customers were satisfied with their current plan, which is also why they chose to keep it.	Completed
Staff to review possible outreach attempts for customers who chose the non-financial assistance route when purchasing a plan.	Marketing & Outreach	04/13/20	Staff shared information about the importance of updating income to ensure accurate financial assistance, and also produced a video to guide customers through the process.	Completed
CEO to provide the board with a list of desired experience and skills for determining potential Board members for the PBC.	CEO	04/13/20		Completed
Staff to request CHI to remove as much data related to the COVID-19 enrollments as possible when completing the analysis.	Policy	04/13/20		

