

Board Meeting Minutes
Connect for Health Colorado
September 9, 2024
12:00 PM to 12:30 PM

Board Members Present: Kim Bimestefer, Jennifer Brooks, Mike Conway, Adam Fox, Patrick Gordon, Annie Lee, Lorez Meinhold, Robert Ruiz-Moss, and Dick Thompson

Board Members Absent: Mara Baer and Christy Blakely

Staff Present: Justin Brandon, Brian Braun, Kelly Davies, Kelly Guthner, David Hague, Jessalyn Hampton, Kevin Patterson, Rachel Peters, Renata Robinson, Alan Schmitz, and Nina Schwartz

Video conference and phone conference lines were available for members of the public to join.

I. Business Agenda

- Dick Thompson called the meeting to order at 12:03 p.m. and welcomed those in attendance.
- Changes to the agenda: None.
- Disclosure of conflicts of interest: None.
- The minutes from the August Board meeting were reviewed and approved.

II. CEO Report

Medicaid to Marketplace Bridge

Staff at the Department of Health Care Policy & Financing (HCPF) provided an update on the public health emergency (PHE) unwind.

Staff at Connect for Health Colorado provided an update on the Medicaid to Marketplace bridge.

Data Governance

Staff provided a presentation and roadmap on Data Governance, emphasizing its importance for better reporting and information dissemination. The roadmap includes objectives like data management, governance, and literacy, and has already seen some progress with the initiation of key projects like data catalog implementation and governance program launch.

Board Advisory Group

Staff provided an update on the Board Advisory Group, highlighting the focus on plan choice, the need for distinguishing between networks, and the utility of the quick cost plan finder. The next Board Advisory Group meeting is scheduled for October 30, 2024.

III. Policy & Operations Committee

Eligible but not Enrolled Update

Staff presented an update on the 2024 Eligible but not Enrolled (EBNE) analysis which assumes a 400% federal poverty line (FPL) cap to premium tax credit (PTC) eligibility and explores trends over time to allow for more meaningful year-to-year comparison. The limitations of the data were highlighted, and it was emphasized that the analysis should not be interpreted as a snapshot of the current situation, but rather as a projection based on past data. The year-by-year trend of the uninsured remained consistent at around 48% from 2022 to 2024.

Operations Update

The Operational statistics for August were presented, showing improvement in service levels from last year for both Tier 1 and Tier 2.

Strategic Measures Discussion

Staff presented the metrics dashboard to track the performance of Connect for Health Colorado against its strategic goals. The dashboard provided a high-level overview of the organization's progress, with metrics such as effectuated enrollment, customer retention, and financial health.

IV. Executive & Finance Committee

Media Buy Procurement Approval

Staff presented a procurement request for the Plan Year (PY) 2025 open enrollment media buy. Staff is seeking approval to proceed contracting with Emico Media for the PY 2025 open enrollment in an amount not to exceed \$900,000 for the English paid media campaign. The media buy includes digital display ads, social media paid ads, paid search and search retargeting, placement on Connected TV (like Hulu), rural newspaper ads in 20 rural communities across Colorado.

The Executive and Finance Committee motioned to represent approval of the PY 2025 Open Enrollment Media Buy Procurement Request. Annie Lee seconded the motion.

Mr. Thompson called for public comment. No public comment was given.

The recommendation passes unanimously.

V. Public Comment

Alan Schmitz requested a vote from the Board to approve an amendment to the published bylaws on the website. The provision amended indicates no later than January 15th of each year to file a report with the Governor and General Assembly. The proposed amendment is to revise the language to file a written report with no reference to the date.

Adam Fox motioned to approve the bylaw amendment. Annie Lee seconded the motion.

Mr. Thompson called for public comment. No public comment was given.

The amendment passes unanimously.

No other public comment was given.

VI. Adjourn

The meeting was adjourned at 1:16 p.m.

Respectfully submitted,

Dick Thompson
Board Chair

Next Board Meeting
October 14, 2024, from 12:00 p.m. – 3:00 p.m.