

**Board Advisory Group Meeting Minutes**  
**Connect for Health Colorado**  
**August 28, 2024**  
**3:00 PM to 4:30 PM**

**Advisory Group Members Present:** Rosie Duran, John Barela, Melanie Herman, Bethany Pray, Karen Seater, Donna Wehe, Erin Varnum, Julia Wiswell, Eddie Sandoval, Allison Mangiaracino, Jane Barnes, Chandler Budlong-Springer, Michelle Nay, Hunter Nelson, and James Douglas.

**Advisory Members Absent:** Krystin Beadling, Brandon Arnold, Dr. Kavita Nair, and Rachel Dauer.

**I. Welcome & Introductions**

Rosie Duran called the meeting to order at 3:06 p.m., welcoming everyone in attendance. New Board Advisory Group members Karen Seater, James Douglas, Hunter Nelson, and Erin Varnum were introduced.

The May meeting minutes were approved.

**II. Fireside Chat: CEO Kevin Patterson**

Kevin Patterson gave the following updates:

- National Academy for State Health Policy (NASHP): organized in a convening of state-based marketplaces in Minneapolis in July where Kevin discussed marketing, policy, and enrollment assistance. They discussed the importance of state-based marketplaces as they provide a safety net to the local public to be able to gain quality coverage, with emphasis on keeping said insurances affordable.
- In early August Kevin visited the Massachusetts exchange along with members of C4's executive leadership to discuss differences between the states as well as common ground with serving customers and providing affordable health insurance. Key topics included exchanging of ideas and processes that each state enacts, encouraging policy-makers to provide quality coverage, lower costs, and innovate technologically so that these processes are smoothly run.

**III. User Research and Technology Presentation + Discussion**

Jeff Miller presented a roadmap for the upcoming open enrollment, which leverages technology to improve plan choices:

- Improvement to decision support and the shopping portal (such as adding help text and tips on the shopping pages) in order to help customers attain the right coverage for their needs. This is done by custom coding and in-house UX design managed and owned by internal staff.

- Customer Feedback Analysis is a new tool that was recently implemented which conducts research (user interviews, usability tests, focus groups, etc.) and creates insight reports that help better serve customer’s needs.
- The shopping portal will be enhanced with help texts, improving plan benefit displays, a comparison tool, a breakdown of monthly costs, as well as more interactive comparison features.
- The decision support tool will have a more integrated application experience, it will have a guided experience, and it will be enhanced with real-world examples for scenario shopping.

#### **IV. Open Enrollment Implementation Updates**

Jessalyn Hampton discussed two potential tactics to assist with plan choice:

- Filters: Current filters (monthly premium, deductible, issuer, metal tier, etc.) were discussed as well as possible options for future filters.
- Connecting the Quick Cost Plan Finder (QCPF) to the Shopping Portal: Customers identified that when using the QCPF tool to search potential plans, the results are not saved. The benefits and challenges of importing the QCPF tool into the shopping portal were discussed.

#### **V. Customer Survey Presentation + Discussion**

Daniel O’Neil discussed the responses from the online customer survey that was collected between February 16th and March 7th, 2024. It’s key findings were:

- Customers were more satisfied with their enrollment, with new customers being more satisfied with their enrollment compared to returning customers.
- New customers are more likely to indicate they were satisfied with their plan and that they had information needed to choose the best plan.
- Customers were less likely to encounter technical problems compared to recent years, with under half of customers experiencing a challenge while enrolling.
- About one third of customers required more than one session online to enroll.
- Challenges with the website or other technical problems were the main cause of dissatisfaction with the enrollment process.
- Awareness of plans was increased.
- Zero-dollar primary care visits and mental health visits are an important characteristic when choosing a plan.

#### **VI. Public Comment**

None.

Meeting adjourned at 4:34 p.m.

### **Next Board Advisory Group Meeting**

October 30, 2024, from 3:00 p.m. – 4:30 p.m.