

Board Meeting Minutes
Connect for Health Colorado
November 11, 2024
12:00 PM to 3:00 PM

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

Board Members Absent: Kim Bimestefer

Staff Present: Brian Braun, Cliff Craig, Kelly Davies, Kelly Guthner, David Hague, Jessalyn Hampton, Kevin Patterson, Renata Robinson, Alan Schmitz, Jeff Strom, 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 12:02 p.m. and welcomed those in attendance.
- Changes to the agenda: None.
- Disclosure of conflicts of interest: None.
- The minutes from the October Board meeting were reviewed and approved.

II. CEO Report

Medicaid to Marketplace Bridge

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

Open Enrollment

Staff at Connect for Health Colorado provided Open Enrollment updates from the following departments:

Technology – The system is performing as expected, with the exception of one brief hiccup that occurred in the Broker portal that was quickly resolved. The renewals also ran efficiently this year with no reported issues.

Operations – The month-to-date November statistics maintained consistent call numbers with no new trends. 160 contractors were onboarded over the last 2 months in preparation for Open Enrollment, and exchange representatives were utilized to assist in handling a surge in calls on November 1st.

Enrollment Assistance - 6,500 people have re-enrolled through Silver Enhanced Savings so far and the number continues to increase.

Marketing – The marketing and advertising strategies were discussed for Open Enrollment, focusing on the “Live Your Best Life, Colorado” campaign. Dr. Morgan, a healthcare provider, is a new character that was introduced and the use of various characters representing different personas in the campaign was highlighted. The characters are available in both English and Spanish across different platforms such as the homepage, social media, email marketing, and ads. Three new character videos were showcased from the campaign, emphasizing the importance of the affordable health insurance plans.

State Audit Update

The meeting with the State Auditors took place on October 31st and the process to look at the 2017 audit has started. There will continue to be regular meetings with the audit team at every level of the organization to stay in contact and provide updates to the Board as they go forward.

Board Advisory Group

An update on the October Board Advisory Group meeting was provided, focusing on Open Enrollment readiness, the new Colorado Connect screener, and the new anonymous decision support tool. The next meeting is scheduled for January 29th, 2025.

III. Policy & Operations Committee

2024 Customer Impact Analysis

Staff at Connect for Health Colorado presented the 2025 Consumer Impact Analysis. Key findings included:

- The Inflation Reduction Act has continued to bring increased premium subsidies for all income groups.
- Issuer expansion has led to a decrease in the number of counties with one issuer from 25 to 13.
- Customers could see upwards of \$680 by shopping into a lower premium plan.

Operations Update

The Operational statistics for October were presented, continuing to show improvement in service levels from last year for both Tier 1 and Tier 2.

IV. Executive & Finance Committee

Staff at Plante Moran presented the financial audit for fiscal year (FY) 2024. The post-audit letter reports no significant findings or issues during the audit.

Lorez Meinhold motioned to approve the Fiscal Year 2024 Audit by Plante Moran. Rob Ruiz-Moss seconded the motion.

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

The FY 2024 Audit was approved unanimously.

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V. Public Comment

Public comment was given by Melanie Herman.

VI. Adjourn

The meeting adjourned at 12:53 p.m.

Respectfully submitted,

Dick Thompson
Board Chair

Next Board Meeting
December 9, 2024, from 12:00 p.m. – 3:00 p.m.