

***Board Meeting Minutes***  
**Connect for Health Colorado**  
***January 13, 2025***  
***12:00 PM to 3:00 PM***

**Board Members Present:** Mara Baer, Christy Blakely, Jennifer Brooks, Mike Conway, Adam Fox, Annie Lee, and Lorez Meinhold

**Board Members Absent:** Kim Bimestefer, Robert Ruiz-Moss, and Dick Thompson

**Staff Present:** Brian Braun, Leslie Chadwick, Kelly Davies, Kelly Guthner, Jessalyn Hampton, Brian Lidiak, Kevin Patterson, Renata Robinson, Alan Schmitz, Nina Schwartz, and Jeff Strom

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

**I. Business Agenda**

- Annie Lee 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 December Board meeting were reviewed and approved.

**II. CEO Report**

Enrollment Update

Enrollments are 18% up over the last year with 217,000 submissions and are running about 9% better than the budget had anticipated. Based on past enrollments, the submissions are expected to jump another 10,000 before the end of open enrollment. These numbers do not include effectuations as those enrollment numbers typically do not finalize until around March.

Brian Lidiak Introduction

Brian Lidiak, Connect for Health Colorado's new Chief Operating Officer, introduced himself to the Board and shared his background in healthcare executive positions.

Policy Update

The letter in support of extending the enhanced premium tax credits has been delivered to all of the Congressional delegation, including an appendix with all of the district specific data per the Board recommendation. In addition to the letter, a meeting with each of the offices has been requested with one scheduled with Congresswoman Pederson's office. Staff will continue to update the Board as the meetings are scheduled and progress.

With the kickoff of legislative session, staff provided a reminder that any bills that may have a direct and ongoing impact on either the operations of the Exchange or the customers will be brought forward for a discussion and a vote from the Board. Kevin Patterson will be presenting

as part of the Smart Act hearings on January 21<sup>st</sup>, and more legislative updates will be provided at the next Board meeting.

#### Open Enrollment

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

Technology – All systems are working as expected and the team is preparing for the 1095 season as it starts to ramp up with the end of Open Enrollment.

Operations – The call center had a successful Open Enrollment, handling about the same volume as the previous year but with a higher service level.

Enrollment Assistance/Marketing – Both the enrollment assistance and marketing operations had a successful Open Enrollment as well. One final marketing email will go out as a last push and with the inline extension for those who aren't able to complete the process by January 15<sup>th</sup> approaching, the volume is not anticipated to be significant as enrollments have been moving along smoothly. The focus will now start to shift towards survey feedback from customers, the assistance network, and brokers and as that data is collected it will be reported back to the Board.

Following up on the Silver Enhanced Savings error that occurred on November 25<sup>th</sup>, staff reported that, with the partnership of assisters and brokers, the affected individuals have been able to successfully enroll in a plan for 2025 coverage. Out of the 1500 affected customers, there are only a couple 100 left that have yet to submit for a plan, but there will be another round of communication going out to these individuals to support them in their enrollments.

#### Health Directory Launch

Kevin Patterson highlighted the successful launch of the collaborative with the Black Health Collaborative on the New Resource Directory that was reprinted.

#### **Action Item**

Staff to send out a link to the digital version of the Black Health Collaborative Resource Directory in the next communication.

#### **III. Public Comment**

Public comment was given by Melanie Herman.

#### **IV. Adjourn**

The meeting was adjourned at 12:29 p.m.

Respectfully submitted,

Dick Thompson  
Board Chair

**Next Board Meeting**  
February 10, 2025, from 12:00 p.m. – 3:00 p.m.