

***Board Meeting Minutes
Connect for Health Colorado
December 9, 2024
12:00 PM to 3:00 PM***

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

Board Members Absent: Christy Blakely and Mike Conway

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

II. CEO Report

HCPF

Staff at the Department of Health Care Policy & Financing (HCPF) provided an update regarding partnership efforts with Connect for Health Colorado for Open Enrollment. Medicaid and CHP+ enrollment between May and November 2024 is up 3%, and the joint messaging toolkits have been updated to highlight “Know Your Coverage Options.” There was also a congressional letter to request continuation of marketplace subsidies released November 26, 2024.

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:

Colorado Connect/Silver Enhanced Savings Update – There was an error that occurred with Silver Enhanced Savings enrollment on November 25th where of the 3,500 open spots that were available that morning, 2,000 people were successfully able to enroll and the remaining 1,500 received error messaging. Staff is working on communication and outreach to support these customers to ensure they are still able to get coverage prior to the deadline approaching

December 15th. They are preparing to create flexibility around these impacted customers to gain additional time to contact and get them signed up for coverage starting on January 1st.

Technology – This year the OmniSalud program prioritized continuity of care, which means the individuals that were enrolled last year had a window and time of opportunity to re-enroll when the remaining spots were opened. Because of this, the rush that was expected in the system came later than anticipated and caused a few performance issues on the morning of November 25th. The individuals were receiving error messages for enrollment, but from the backend staff was able to see the number of applications were reaching the enrollment cap. Because of this, there was a confusion on the customer side in terms of the information they were seeing on the screen, but from the system perspective the cap was able to be identified and enrollment was turned off to prevent the error from occurring any further. The individuals who received the error message are able to be identified, so staff is working to reach out to the affected individuals and help them complete the eligibility and enrollment process.

Operations – The November and month-to-date December statistics reported a 22% decrease in call volume compared to last year, but maintained a high service level. There was also a 35% increase in application volume and a flat document volume. The customer satisfaction score reached 86.5%.

Marketing – The marketing and advertising strategies for Open Enrollment were discussed, highlighting the use of collateral toolkits, email marketing, social media, and paid advertising in English and Spanish. The results of the email marketing campaign were presented, which sent 27 emails to 7 targeted groups, achieving open rates of 33 to 59%. The main messaging throughout the email campaign focused on open enrollment deadlines, account updates, financial help, and assistance with enrollment.

III. Policy & Operations Committee

Enhanced Premium Tax Credit Draft Letter

Staff at Connect for Health Colorado presented the Enhanced Premium Tax Credit Draft Letter that was drafted by the Policy and Operations Committee. The letter emphasized the bipartisan nature of the Board, the benefits of enhanced tax credits, and the potential negative impacts if they expire. The conversation ended with a call for timely action to extend the enhanced premium tax credits to prevent sharp premium increases and reduce the risk of higher uninsured rates. The final letter with proposed revisions will be sent out to the Board members who will respond via email if they would like to sign on.

IV. Executive & Finance Committee

Procurement Request: Benefits

Staff presented a procurement request for the 2025 employee benefit package. The request is seeking approval to contract with the Guardian to provide employer sponsored employee benefits for an estimated amount of \$420,000 for plan year 2025.

The Executive and Finance Committee motioned to approve the 2025 Employee Benefit package through the Guardian. Adam Fox seconded the motion.

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

The procurement request was approved unanimously.

Investment Policy Change

Staff presented an update in language regarding reporting and review of policy in the Investment Policy. The change states the investment performance shall be included as part of the quarterly financial report and delivered to the Executive and Finance Committee, and an annual review of investments will be provided to the Board of Directors. The Board will review these policies and guidelines when changes are deemed necessary instead of annually.

The Executive and Finance Committee motioned to approve the Investment Policy change. Mara Baer seconded the motion.

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

The Investment Policy change was approved unanimously.

V. Public Comment

Public comment was given by Melanie Herman and Daniela Gosselova.

VI. Adjourn

The meeting was adjourned at 1:13 p.m.

Respectfully submitted,

Dick Thompson
Board Chair

Next Board Meeting

January 13, 2025, from 12:00 p.m. – 3:00 p.m.