

**Board Advisory Group Meeting Minutes**  
**April 30, 2025**  
**3:00 PM to 4:30 PM**

**Advisory Group Members Present:** Rosie Duran, Melanie Herrman, Bethany Pray, Karen Seter, Erin Varnum, Julia Wiswell, Eddie Sandoval, Allison Mangiaracino, Hunter Nelson, Tennie Masterson, Anna Cubel.

**Advisory Members Absent:** John Barella, Krystin Beading, Dr Kavita Nair, Rachel Dauer, Jane Barnes, Chandler Budlong-Springer, Michelle Nay, James Douglas.

**I. Welcome & Introductions**

Rosie Duran called the meeting to order at 3:07 p.m., welcoming everyone in attendance. The May meeting minutes were approved.

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

Kevin Patterson discussed going to the Larimer County Health District office, where he spoke with members of their team and broker partners. He also took a Tour of the Colorado State University College of Health and Human Sciences, who do neuroscience research. He then discussed his upcoming trip to DC to meet with Congressional and Executive branch leaders about the importance of marketplaces in healthcare. He also thanked the marketing communications team for their work on the “By the Numbers Open Enrollment Report.”

**III. “By the Numbers” Open Enrollment Report**

Destiny Carter presented the 2024 Open Enrollment Report, highlighting a 19% increase in enrollments and 80% of customers receiving financial help. The report also showed that 3 out of 5 customers found a plan for \$10 or less after advanced premium tax credits were applied. The customer service team answered 76,000 calls, with 95% answered in 5 minutes or less. The report also included county-by-county data and information on rural versus urban enrollments.

**IV. Legislative Updates**

Nina Schwartz discussed the Health Insurance Affordability Enterprise Bill (HB25-1297) which Colorado took a support position on, but has not yet passed.

## V. **Public Website Feedback**

Jeff Miller led a discussion on the [Connect for Health Colorado](#) public website, seeking feedback on its current state and functionality. He then discussed the most frequently used areas of the website. The special enrollment periods, quick cost plan finder, and glossary were identified as key resources.

The team mentioned using the following improvements:

- Youtube videos for outreach.
- Recordings of board meetings.
- Improving the titling of documents for easier access.
- Improving the design of the Quick Cost Plan Finder tool for those using smaller screens, prioritizing displaying the cost savings information first, and adding a sticky tool
- The importance of the health literacy terms.
- The need to make the website more responsive to different screen sizes.
- A clear call-to-action for account creation.
- Better differentiation between Colorado Connect and Connect for Health Colorado.
- A more consistent display of individual versus family deductibles.
- A clearer login process and account creation.
- Making the website easy to use and ensuring accurate information, particularly for provider searches.
- Adding more demographic information at the account creation stage to aid users.
- Making it easier to change income and address information for multiple household members.

## VI. **Assister and Broker Survey**

Danny O'Neil presented the results of a survey conducted at the end of January, which received 200 responses, with 135 from brokers and 64 from assistants. The survey found that the top reasons customers seek assistance are due to the application process being confusing, limited health insurance literacy, and inability to complete the application on their own. The survey also found that premium cost remains the top driver for customers renewing or switching plans. The assistants and brokers found the official communications to be timely and helpful. The survey results were consistent with the previous year's findings.

## VII. **Public Comment**

None.

Meeting adjourned at 4:15 p.m.