



**Idaho Health Insurance Exchange
DBA Your Health Idaho**

**Board of Directors Meeting Minutes
Friday, June 20, 2025**

Board Members Present

- Ms. Janice Fulkerson, Chair (via videoconference)
- Ms. Heidi Hart, Vice Chair (via videoconference)
- Ms. Tara Malek, Secretary
- Mr. Greg Donaca, Treasurer (via videoconference)
- Senator Treg Bernt (via videoconference)
- Mr. Hyatt Erstad (via videoconference)
- Dr. Cynthia Fairfax
- Representative Rod Furniss (via videoconference)
- Mr. Trent Nate
- Dr. Nicki Odom (via videoconference)
- Senator James Ruchti (via videoconference)
- Mr. Peter Sorensen (via videoconference)
- Ms. Miren Unsworth for Director Adams
- Ms. Shannon Hohl for Director Cameron (via videoconference)

Others Present

- Mr. Pat Kelly, Your Health Idaho
- Mr. Kevin Reddish, Your Health Idaho
- Ms. Nichol Lapierre, Your Health Idaho
- Mr. Bobby Vernon, Your Health Idaho
- Ms. Kelly Fletcher, Your Health Idaho
- Ms. Kilee Lane, Your Health Idaho
- Ms. Julie Sparks, Your Health Idaho
- Mr. Matt Fuhrman, Your Health Idaho
- Mr. Mike Stoddard, Hawley Troxell

1. Call to Order

Following proper notice in accordance with Idaho Code Section 74-204, the Board of Directors meeting of the Idaho Health Insurance Exchange (Exchange) was called to order by Ms. Fulkerson (Chair) at 9:03 a.m., Friday, June 20, 2025, at the offices of Your Health Idaho. In accordance with Idaho Code Section 74-203 (1), the meeting was open

to the public and streamed in video conference format via GoToMeeting. Members of the public were encouraged to access the virtual meeting via a link that was included in the notice of meeting posted on the Exchange Board's website, social media platforms, and at the meeting location.

2. Roll Call

Ms. Malek called roll and determined that Chair Fulkerson, Ms. Hart, Senator Bernt, Mr. Erstad, Dr. Fairfax, Representative Furniss, Mr. Nate, Dr. Odom, Mr. Sorensen, Ms. Unsworth for Director Adams, and Ms. Hohl for Director Cameron were present, resulting in a quorum. Mr. Cuoio, Ms. Kraemer, Mr. Settles, and Mr. Thomas were absent. Senator Ruchti joined at 9:26 a.m. Mr. Donaca joined at 9:41 a.m.

Chair Fulkerson welcomed Senator Bernt to his first Your Health Idaho (YHI) board meeting and noted that this would be Dr. Odom's final meeting. Chair Fulkerson thanked Dr. Odom for her service and the work she has done as a board member.

3. Prior Meeting Minutes

Chair Fulkerson asked if there were any changes to the minutes from the prior meeting and there were none.

Motion: Mr. Erstad moved to approve the meeting minutes from the March 14, 2025, Board meeting as presented today. **Second:** Ms. Malek. **The motion carried.**

4. Review Agenda

Chair Fulkerson reviewed the agenda; no changes were made.

5. Review Roadmap

Chair Fulkerson reviewed the roadmap; no changes were made.

Executive Summary

Mr. Kelly shared that he and nine YHI team members were in Philadelphia earlier this week to meet with 20 other state-based marketplaces. The ongoing federal activity dominated the discussion, and they were able to meet with the Director of the Center for Consumer Information and Insurance Oversight (CCIIO).

Mr. Kelly gave a brief update on the View Pointe projects, saying all projects approved in January 2024 are nearing completion. The HVAC project is complete, roof repairs are underway, and parking lot striping is scheduled for this summer. The lobby remodel continues to move forward, and work is expected to be completed by November or December.

Team member engagement remains high, with stay interviews and the annual Gallup Q12 survey both completed in the last two months. The engagement mean from the Gallup survey was 4.56, which is the highest score in YHI history and gives a percentile ranking of 83. The employee Net Promoter Score (eNPS) in June was 59, with 84% participation.

Mr. Kelly discussed the Program Integrity Rule which was issued by the Centers for Medicare and Medicaid Services (CMS) in March. Items that impact YHI are an Open Enrollment (OE) period from November 1 to December 15, loss of tax credit after one year of failure to reconcile, and no income attestation for verified income below the tax eligibility threshold or when no data is available from data sources.

Mr. Kelly said the House version of the reconciliation bill codified many of the program integrity rule provisions, while the Senate version, which came out on the evening of June 16, did not include the program integrity provisions. Mr. Kelly reviewed new requirements that would be effective in the next three plan years. These include the resumption of federal funding for Cost Sharing Reductions (CSRs), reducing advance payment of tax credits for certain individuals resulting in no \$0 premiums, and the prohibition of passive renewals for Plan Years 2026, 2027, and 2028, respectively. The Board discussed potential impacts on carriers setting rates.

Mr. Kelly reminded the board the enhanced tax credits expire at the end of 2025. The YHI team is working through planning for four different scenarios, depending on if or when the tax credits are extended. There was discussion about the impact of several factors and how timing would affect the outcomes.

Strategic Initiatives and Goals

8. Strategic Initiatives

Mr. Kelly reviewed the three strategic initiatives chosen by the YHI team, which are focused on outcomes in 2030. They are Idahoans' Experience, Enrollment, and Low-Cost Promise. Outreach, paid advertising, technology improvements, enhancing the customer experience, and team member engagement are some of the tactics the YHI team is leveraging as they work to support the strategic initiatives.

9. Mission Statement

Mr. Kelly stated the YHI team has discussed revisiting the mission statement as the original mission statement was selected in 2014. The new mission statement will be updated to reflect the changes the organization has experienced while continuing to focus on a flawless customer experience and low-cost promise.

Motion: Ms. Hart moved to recommend that the Board delegate to the Executive Committee to review and recommend an updated mission statement and addition of a vision statement to the Board in September. **Second:** Mr. Erstad. **The motion carried.**

10. FY26 Variable Pay Goals

Mr. Kelly presented the proposed goal categories for Fiscal Year 2026 (FY26), noting the overall structure will remain the same as in FY25. The expiration of the enhanced tax credits is anticipated to put significant downward pressure on historical goal benchmarks. Lower targets for FY26's variable pay goals reflect those pressures. The Idahoans' Experience goal will continue to be measured on Net Promoter Score (NPS) and the Enrollment goal will be measured by plan selections at the end of Open Enrollment 2026 (OE26). The Low-Cost Promise goal will be measured on net operating income and there are no changes proposed to individual accountability goals. If the program integrity rule or reconciliation bill is finalized, these metrics may need to be revisited.

Motion: Ms. Hart moved that the Board, as recommended by the Governance Committee, approve the FY26 Variable Pay Goals as presented today. **Second:** Mr. Sorensen. **The motion carried.**

11. FY25 Variable Pay Goal Update

Mr. Kelly gave an update on the status of the variable pay goals for FY25 which will end on June 30. A period-to-date NPS of 73 results in a 120% payout for the Idahoans' Experience goal. The Low-Cost Promise goal is measured based on performance to budget for net operating income. To date, that amount is over \$1,000,000, which is well above the 5% threshold. The Risk Management goal is an individual goal based on monthly phishing campaigns. Currently, all but three team members are at the 80% or 100% payout for this goal.

Operational Update

12. PY25 Enrollment Update

Ms. Lane presented an update on enrollment through June. There are currently about 136,000 enrollments, which is 12,000 over the budget.

13. Customer Experience

Mr. Vernon stated the Customer Support Center (CSC) is tracking 9% lower overall inbound volume year over year despite a 14% increase in total enrollments. A review of NPS shows a 3% increase year over year, going from 71 in 2024 to 73 in 2025, with 10 consecutive months of NPS greater than 70.

14. Marketing and Outreach Update

Ms. Lapierre gave an update on marketing and outreach, discussing the positive performance of the Always Present advertising campaign and the activities of the Outreach team. The Coverage Convo theme will continue for 2026. The board discussed the importance of keeping the information sheet current as a resource for board members and other partners to stay informed on the changes with federal policy.

Finance Update

15. FY25 Results for Q3

Ms. Lane presented the YHI operations financial results. For quarter three actuals to budget, total income showed favorability of \$328,000. Total operating expense unfavorability of \$75,000 is driven by timing of marketing expenses and higher than expected noticing expenses. Net operating income is \$253,000 favorable, while CapEx unfavorability of \$52,000 is driven by the window replacement. Year to date (YTD) total income is favorable by \$802,000, operating expenses are favorable by \$185,000, for total net operating income favorability of \$987,000. CapEx is unfavorable by \$262,000 due to the office refresh.

For View Pointe quarter three actuals to budget, total income favorability of \$14,000 is driven by higher interest earned on Certificates of Deposit (CDs). Unfavorability of \$10,000 in total operating expenses is driven by property management fees due to HVAC work, which will be reclassified as a capital expense in quarter four. Net operating income for the quarter is favorable by \$4,000 and CapEx shows favorability of \$607,000 due to all capital expenditures happening in the fourth quarter. Total income YTD is favorable by \$53,000. Operating expenses are unfavorable by \$3,000, for net operating income favorability of \$50,000. CapEx favorability of \$636,000 is due to expenses planned for the fourth quarter.

For the consolidated YTD results, total income is favorable to budget by \$855,000. Operating expenses are favorable by \$182,000. Net operating income is favorable by \$1,037,000 and CapEx is favorable by \$374,000.

Motion: Mr. Donaca moved that the Board, as recommended by the Finance Committee, approve the financial results through March 31, 2025, as presented today. **Second:** Dr. Fairfax. **The motion carried.**

16. FY25 Forecast

Ms. Lane presented an overview of the FY25 forecast. For YHI, assessment fee revenue is forecasted to be \$1,077,000 above budget due to higher enrollments. Interest income is forecasted to be \$52,000 favorable to budget. Operating expenses are projected to be lower than budget by \$169,000 due to an increase in noticing and a second market research survey offset by the favorability of open positions and other employee related costs, seasonal staffing, the identity management expense, and Connectors' costs. Overall, net operating income is expected to be favorable by \$1,298,000.

For View Pointe, revenue is expected to exceed budget by \$60,000 due to interest income. Expenses are expected to miss budget by \$19,000 due to property management fees for the HVAC project. The property management fees will be reclassified to capital expenditures in quarter four.

For the consolidated forecast, total income is projected at \$1,189,000 favorable to budget, with total operating expenses favorable by \$150,000. Net operating income is expected to be \$1,339,000 favorable to budget. CapEx is forecasted to be \$475,000 unfavorable to budget due to the finalization of the HVAC and fire panel projects budgeted in subsequent and prior fiscal years, respectively.

The board discussed the status of the current tenants and their anticipated time frames to vacate their respective spaces.

At this time the board took a short break.

Governance and Administrative

17. Privacy and Security Policy Updates

Mr. Fuhrman gave an overview of the changes that were made to the Privacy and Security Policies. CMS put out the updated version of Minimum Acceptable Risk Standards for Exchanges (MARS-E), which is the risk standard framework. It is now known as Acceptable Risk Controls for ACA, Medicaid, and Partner Entities (ARC-AMPE). YHI's Human Resources department is now the Talent department and privacy controls have been absorbed into security controls. Two new policies have been added this year.

Motion: Ms. Hart moved that the Board, as recommended by the Governance Committee, approve the revisions to the Privacy and Security policies as presented today. **Second:** Mr. Erstad. **The motion carried.**

18. Idaho Health Insurance Exchange Public Records Policy

Mr. Kelly presented a proposed amendment to the YHI Public Records Policy. Changes include updates to Idaho code section references and increasing the maximum response time from 10 days to 21 days for requests from out-of-state residents. These changes move the policy into greater alignment with Idaho's Public Records Act. There was discussion about whether public records laws in the State of Idaho apply to YHI.

Motion: Ms. Hart moved that the Board, as recommended by the Governance Committee, approve the changes to the Idaho Health Insurance Exchange Public Records Policy as presented today. **Second:** Mr. Erstad. **The motion carried.**

19. Contract Addendums

a. Risch Pisca SOW

Risch Pisca is our legislative and regulatory affairs vendor. YHI would like to continue to work with them as the education liaison for state and federal regulation and legislation. Deliverables will include state legislative and regulatory updates and issues tracking, interpretation, and strategic counsel on policy reform. SOW #9 includes a 5% increase, the first increase since YHI engaged with Risch Pisca, bringing the annual cost to \$50,400, which is included in the approved FY26 budget. The only other changes to the agreement are the addition of clauses required by the State.

Motion: Mr. Nate moved that the Board, as recommended by the Marketplace Committee, approve the Risch Pisca SOW #9 in an amount not to exceed \$50,400. This amount is included in the FY26 Budget. **Second:** Dr. Fairfax. **The motion carried.**

b. Drake Cooper SOW

Drake Cooper will continue working with YHI as the provider of Creative Services. Deliverables include both OE and Always Present campaign strategy, asset design and production, media services, and campaign performance reporting. SOW #14 is at a not-to-exceed amount of \$1,004,854, which is included in the approved FY26 budget.

Motion: Mr. Nate moved that the Board, as recommended by the Marketplace Committee, approve the Drake Cooper SOW #14 in an amount not to exceed \$1,004,854. This amount is included in the approved FY26 budget. **Second:** Ms. Malek. **The motion carried.**

c. DHW MOU

The Idaho Department of Health and Welfare provides services centered on Health Care Assistance and support. Services include referrals for potential APTC customers, with YHI determining eligibility. The amendment includes any automation changes and would extend the current term to August 31, 2026. Costs are included in the approved FY26 budget.

Motion: Mr. Nate moved that the Board, as recommended by the Marketplace Committee, approve the Idaho Department of Health and Welfare MOU in an amount consistent with the approved FY26 Budget. **Second:** Mr. Donaca. **The motion carried.**

d. DOL MOU

The NBPP for 2025 requires states to pay for secondary income verifications. YHI entered into a Memorandum of Understanding (MOU) with the Idaho Department of Labor (DOL) to provide income verifications. Implementation was delayed due to cost negotiations and resourcing and is scheduled for the 25.9 release. The MOU is proposed to be extended under current terms through 2030.

Motion: Mr. Nate moved that the Board, as recommended by the Marketplace Committee, approve the Idaho Department of Labor MOU in an amount consistent with the approved FY26 Budget, and it is anticipated the Board will include such amounts in each subsequent year's budgets. **Second:** Dr. Fairfax. **The motion carried.**

e. Enrollment Entity RFA

Enrollment entities provide enrollment counselors who assist Idahoans in understanding their eligibility and the application process but recommend agents and brokers for plan selection. The entities reach out to underserved populations who may have limited English skills or limited access to computers. They report on the monthly total of people served, their demographic information, and their geographic information. The annual Request for Applications (RFA) will be issued in July for a total amount not to exceed \$303,850, which is included in the approved FY26 budget.

New for 2025, YHI is moving from an email/document process to an online application webform. Pending approval, there will also be the addition of a one-year extension for the agreement, eliminating some of the administrative load.

Motion: Mr. Nate moved that the Board, as recommended by the Marketplace Committee, approve the Enrollment Entity RFA and request the Board authorize the RFA Review Team to select the enrollment entities and authorize the Executive Director and the Marketplace Committee Chair to execute the

Enrollment Entity contracts at an amount not to exceed \$303,850 collectively. This amount is included in the approved FY26 budget. **Second:** Ms. Malek. Ms. Hart abstained from voting. **The motion carried.**

20. Executive Session

Motion: Chair Fulkerson moved that the Board, pursuant to Idaho Code Section 74-206(1), convene in Executive Session to consider the evaluation of an employee pursuant to Idaho Code 74-206(1)(b) and to consider records that are exempt from disclosure as provided by law and under YHI's public records policy and Idaho's public records act pursuant to Idaho Code 74-206 (1)(d).

Executive Session Roll Call: Ms. Malek took a roll call vote and determined Chair Fulkerson, Ms. Hart, Mr. Donaca, Senator Bernt, Mr. Erstad, Dr. Fairfax, Representative Furniss, Mr. Nate, Dr. Odom, Senator Ruchti, and Mr. Sorensen were present and agreeable, resulting in a quorum.

The Board entered into executive session at 10:53 a.m. and reconvened at 11:53 a.m. No final actions nor decisions were made while in Executive Session.

Motion: Ms. Hart moved that the Board delegate to the Board Chair to establish the Executive Director compensation at the Board Chair's discretion in an amount consistent with the established budget. **Second:** Dr. Fairfax. **The motion carried.**

21. Next Meeting

The next board meeting will be on Friday, September 19, 2025.

22. Adjourn

There being no further business before the board, the Chair adjourned the meeting at 11:55 a.m.

Signed and respectfully submitted,

Janice Fulkerson, Board Chair