



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

**Board Meeting Minutes
Friday, December 12, 2025**

Board Members Present

- Ms. Janice Fulkerson, Board Chair
- Ms. Heidi Hart, Vice Chair
- Ms. Tara Malek
- Mr. Greg Donaca (via videoconference)
- Senator Treg Bernt (via videoconference)
- Dr. Karen Cabell
- Ms. Nora Carpenter
- Mr. Bobby Cuoio
- Mr. Hyatt Erstad (via videoconference)
- Dr. Cynthia Fairfax
- Representative Rod Furniss
- Mr. Trent Nate
- Mr. Kevin Settles
- Mr. Peter Sorensen (via videoconference)
- Mr. Brett Thomas
- Director Juliet Charron (via videoconference)
- Mr. William Coon for Director Cameron

Others Present

- Mr. Pat Kelly, Your Health Idaho
- Mr. Kevin Reddish, Your Health Idaho
- Ms. Kelly Fletcher, Your Health Idaho
- Ms. Nichol Lapierre, Your Health Idaho
- Ms. Kilee Lane, Your Health Idaho
- Mr. Bobby Vernon, Your Health Idaho
- Ms. Julie Sparks, Your Health Idaho
- Mr. Matt Fuhrman, Your Health Idaho
- Ms. Stephanie Husler, Your Health Idaho
- Mr. Mike Stoddard, Hawley Troxell
- Ms. Frances Nagashima, St. Luke's Health Plan
- Ms. Hillary Galyean, St. Luke's Health Plan

1. Call to Order

Following proper notice for a meeting 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 9:06 a.m., Friday, December 12, 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 Microsoft Teams. 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 Chair Fulkerson, Ms. Hart, Ms. Malek, Mr. Donaca, Senator Bernt, Dr. Cabell, Ms. Carpenter, Mr. Cuoio, Mr. Erstad, Dr. Fairfax, Representative Furniss, Mr. Nate, Mr. Settles, Mr. Sorensen, Mr. Thomas, Director Charron, and Mr. William Coon for Director Cameron were present, resulting in a quorum. Ms. Kraemer and Senator Ruchti were absent.

3. Prior Meeting Minutes

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

Motion: Mr. Erstad moved to approve the meeting minutes from the September 19, 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.

6. New Board Member

Chair Fulkerson announced the addition of Ms. Carpenter to the Your Health Idaho (YHI) Board as of January 1, 2026. Ms. Carpenter briefly introduced herself to the meeting attendees.

Motion: Ms. Hart moved that the Board approve the appointment of Nora Carpenter to the Governance Committee. **Second:** Ms. Malek. **The motion carried.**

7. Executive Committee Annual Reappointment

Members of the Executive Committee are reappointed annually. The members of that committee are the Board Chair, Board Vice Chair, Board Secretary, and Board Treasurer.

Motion: Mr. Erstad moved that the Board approve the reappointments of Janice Fulkerson, Heidi Hart, Tara Malek, and Greg Donaca to the Executive Committee for 2026. **Second:** Mr. Nate. The members of the Executive Committee abstained. **The motion carried.**

8. Annual Board of Directors Training

Mr. Stoddard, Mr. Reddish, and Mr. Fuhrman presented the annual board training. Topics presented included Open Meeting laws, social media behavior, conflicts of interest, board and committee roles and responsibilities, and privacy and security.

Executive Summary

Mr. Kelly updated the board on the progress of Open Enrollment 2026 (OE26) which ends on Monday, December 15, 2025. While the anticipated sharp drop in enrollment did not occur, 30,000 Idahoans are still expected to cancel coverage due to affordability or federal policy changes, with 20,000 occurring during OE and the remaining 15,000 during January through March of 2026. As of this morning, over 138,000 Idahoans have selected a health or dental plan. The board discussed the positive effect strong in-year retention has had on current enrollment numbers.

Mr. Kelly presented an update on several policies that impact YHI. The federal government shutdown concluded with the Senate agreeing to bring the extended Premium Tax Credit (ePTC) extension for a vote by the second week of December. YHI and its partners have agreed to enact a Special Enrollment Period (SEP) if an extension is passed. If an extension is passed during December, the SEP will run through January 31.

For state policy updates, the Idaho Department of Insurance (DOI) and Idaho Department of Health and Welfare (DHW) drafted an amended 1332 waiver. If approved, implementation is targeted for plan year 2027 (PY27).

Mr. Coon reported on the public comments received by the DOI and hearings that have been held in Boise and Coeur d'Alene.

The 2027 Notice of Benefit and Payment Parameters (NBPP) is expected in the coming weeks.

Mr. Kelly updated the board on the employee Net Promoter Score (eNPS), which averaged 67 for September – November. A few of the ways YHI encourages team member engagement include quarterly team member awards, a guest speaker, and team member benefits.

The building remodels in both the View Pointe lobby and YHI space are complete with the exception of the elevator. Updating the elevator will require the elevator to be unavailable for several weeks so the timing of that will require thought and planning.

9. Strategic Initiatives

Mr. Kelly reminded the board of the three pillars to YHI's strategic initiatives which include Idahoans' Experience, Enrollment Growth, and Low-Cost Promise.

There was discussion about the possible need to reassess the stretch goal of 203,000 by 2030 in order to keep the goals realistic, considering factors outside the team's control.

a. FY26 Variable Pay Goals

Mr. Kelly reviewed strategic goals for the current period. Idahoans' Experience is based on NPS and at 76, this goal is on track for 120% payout in January. The Low-Cost Promise goal is measured on net operating income vs. the approved budget. It is too early to tell where this goal will end but it is currently trending positively. The Enrollment goal is based off the final enrollment count as of the close of business on December 15. The stretch goal of 133,000 has been exceeded and will likely be paid the week of December 22. Risk Management is an individual goal based on monthly phishing campaigns. Fifty-three team members are at 100% payout, eight team members are at 80% payout, and one team member is at 0% payout.

Operational Update

10. Enrollment Update

a. 2025 Enrollment Update

Mr. Kelly reported strong stability in 2025, being 1.8% above budget for enrollments and 2.2% above budget for assessment fee revenue.

b. 2026 Open Enrollment

Mr. Kelly stated enrollments were net negative in the first four weeks of OE and have been positive since week five. Currently, there is a 4,131 enrollment decrease compared to a 12,826 increase last year. About three times as many Idahoans have canceled due to affordability compared to the same time last year. Eighty percent of enrollments have a tax credit greater than zero dollars, an increase of one percentage point from the start of OE.

Looking at Qualified Health Plan (QHP) enrollments by carrier, we are seeing increases with some carriers and declines with others. Of those with increases, St. Luke's Health Plan has the most growth followed by Blue Cross of Idaho. For Qualified Dental Plans (QDPs), growth is distributed across the carriers with Delta Dental having the most growth.

The metal tier mix is shifting down, with consumers moving from silver and gold plans to bronze, a clear nod to affordability. The board discussed impacts to carriers this shift may have, catastrophic plans, and the per member per month (PMPM) assessment fee model.

11. Customer Experience

Mr. Vernon reported on inbound volume during OE in the Customer Support Center (CSC). Year over year, volume and verification tickets are trending lower as enrollment numbers rise, indicating efficiency gains in aiding consumers. Volume is expected to increase in December as the end of OE nears.

Net Promoter Score (NPS) has been surprisingly strong, with a current year-to-date score of 76, compared to 71 at the same time last year. This score is reflective of the preparation and training of YHI team members to respond to consumers with empathy.

Mr. Vernon reviewed year over year gains in OE efficiency, showing improvements in areas including handle time, seconds to answer, and service level agreement.

12. Marketing and Outreach Update

a. Marketing, Communications, and Advertising

Ms. Lapierre stated the Marketing team has elevated YHI's social media presence, reporting a 30% increase in social media followers. Website activity confirms consumers are waiting to make a decision on their 2026 coverage and nearly 200,000 email and SMS notices have been sent to consumers during OE. With Idaho being the first state to begin OE, media interest has been higher, and Mr. Kelly has done numerous interviews, both locally and nationally.

YHI's paid advertising is going well, using the same actor as last year and YHI is getting a lot of exposure through collegiate and high school sports sponsorships.

b. Events and Outreach Efforts

Ms. Lapierre said this is the second year the Outreach team has held pop-up enrollment events. There have been more than double the events this year than there were last year and the team has increased their presence in previously visited areas, along with holding events in 13 new cities this year.

c. Website RFP

Ms. Lapierre stated the YHI website, yourhealthidaho.org, is in need of a full redesign. The last two iterations of the website were done in-house. For this strategic build and redesign YHI is seeking to work with a third-party vendor whose expertise will integrate key elements such as search engine optimization and focus on the user experience. After the site is redesigned, YHI will host the site and perform maintenance.

Motion: Mr. Thomas moved that the Marketplace Committee recommend to the Board approval to issue a Request for Proposal (RFP) to select a third-party vendor to redesign and build a new YourHealthIdaho.org website and authorize the Proposal Evaluation Team (PET) to select the vendor and authorize the Executive Director to execute the contract at an amount not to exceed \$100,000. This amount falls within the approved FY26 budget. **Second:** Mr. Nate. **The motion carried.**

At this time the board took a short break.

Financial Update

13. FY26 Q1 Financial Review

Ms. Lane presented a review of Fiscal Year 2026 (FY26) quarter one results, comparing actuals to budget. For the YHI operations results, total income shows favorability of \$30,000 driven by higher enrollments and interest earned on the money market account. Total operating expenses are favorable by \$111,000 driven by open positions, lower personnel costs, and lower than budgeted seasonal staff costs due to direct hiring. Net operating income is \$142,000 favorable to budget and CapEx favorability of \$175,000 is driven by no CapEx for quarter one.

For View Pointe, total income unfavorability of \$35,000 is driven by rent relief due to the remodel. Expenses are unfavorable by \$10,000 due to parking lot maintenance. Net operating income is \$45,000 unfavorable to budget and CapEx shows \$15,000 favorable to budget, driven by no CapEx for quarter one.

The consolidated income statement shows total income unfavorability of \$5,000 and total operating expense favorability of \$101,000, for net operating income favorability of \$97,000.

14. FY26 Financial Forecast

Ms. Lane reviewed the FY26 forecast vs budget. For YHI operations, higher enrollment in Plan Year 2025 (PY25) is driving favorability in the first half of FY26. Assessment fee revenue is projected to be \$172,000 and interest income \$45,000 favorable to budget. Operating expenses are expected to be under budget by \$23,000 due to savings in seasonal costs by direct hiring. Net operating income is projected to be \$241,000 favorable to budget.

For View Pointe, net operating income is projected to be unfavorable to budget by \$50,000 due to rent relief for the View Pointe remodel, billback true ups, and changes to the Diocese lease renewal with a reduction in first floor space. Parking lot maintenance was completed in October.

The consolidated financial forecast shows total income favorable by \$175,000 due to higher enrollment and interest earned on the money market account. Total operating expenses are \$15,000 favorable, with higher-than-expected noticing offset by favorability in seasonal staffing. Net operating income is favorable by \$190,000 and the FY26 CapEx budget is expected to be on budget.

The board discussed potential changes to the financials in the coming months due to the uncertainty with the ePTCs and the anticipated future profitability of the View Pointe building.

Motion: Mr. Donaca moved that the Board, as recommended by the Finance Committee, approve the financial results through September 30, 2025, as presented today. **Second:** Mr. Cuoio. **The motion carried.**

Governance and Administrative

15. Financial Policies Review

Ms. Lane stated all financial policies are reviewed annually. Updates this year are minor formatting edits with no material changes. The Building Landlord Financial Policy has been archived due to the View Pointe accounting being brought in-house.

Motion: Mr. Donaca moved that the Board, as recommended by the Finance Committee, approve the Financial Policies as presented today. **Second:** Dr. Fairfax. **The motion carried.**

16. Employee Policy Updates

Ms. Fletcher stated there are no changes to the Employee Handbook this year. The Compensation policy was revised to reflect the shift of the Executive Director's performance evaluation from the Governance Committee to the Executive Committee.

Motion: Ms. Hart moved that the Board approve the Compensation Policy as presented today. **Second:** Dr. Cabell. **The motion carried.**

17. Annual Plan of Operations

Mr. Kelly presented an overview of YHI's plan of operations. It is a collection of all major policies that govern day-to-day operations, and includes governing documents like the bylaws, committee charters, and policies and operational documents such as the approved budget, board and committee roadmaps, and board and committee decisions. These documents and policies are reviewed periodically by the YHI team, general counsel, and external auditors to ensure compliance. Key revisions this year include a comprehensive review of all Financial and Accounting policies to reflect alignment to changes in operational practices and simplification of the Delegation of Authority. The Compensation policy was updated to reflect the shift of the executive Director's performance evaluation to the Executive Committee. Privacy and Security policies have been revised to align with federal requirements and the YHI organizational structure.

Motion: Ms. Hart moved that the Board, as recommended by the Governance Committee, approve the Annual Plan of Operations as presented today. **Second:** Ms. Malek. **The motion carried.**

18. Executive Session

Motion: Chair Fulkerson moved that the Board, pursuant to Idaho Code Section 74-206(1), convene in Executive Session 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, Dr. Cabell, Mr. Cuoio, Mr. Erstad, Dr. Fairfax, Representative Furniss, Mr. Nate, Mr. Settles, Mr. Sorensen, and Mr. Thomas were present and agreeable, resulting in a quorum.

The Board entered into executive session at 11:32 a.m. and reconvened at 12:21 p.m. No final actions nor decisions were made while in Executive Session.

19. Next Meeting

The next Board meeting will be held Friday, March 13, 2026 at 9:00 a.m.

20. Adjourn

There being no further business before the board, the Chair adjourned the meeting at 12:21 p.m.

Signed and respectfully submitted,

Janice Fulkerson, Board Chair

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