Idaho Health Insurance Exchange
DBA Your Health Idaho

Board Meeting Minutes
Friday, June 12, 2026

Board Members Present

- Ms. Janice Fulkerson, Board Chair
- Ms. Tara Malek
- Mr. Greg Donaca (via videoconference)
- Dr. Karen Cabell (via videoconference)
- Ms. Nora Carpenter
- Mr. Bobby Cuoio (via videoconference)
- Mr. Hyatt Erstad (via videoconference)
- Dr. Cynthia Fairfax
- Ms. Sherry Jansen
- Mr. Gary Louie
- Mr. Trent Nate
- Mr. Kevin Settles (via videoconference)
- Mr. Wes Trexler for Director Cameron
- Director Juliet Charron (via videoconference)

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. Cathy Crites, 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

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 9:03 a.m., Friday, June 12, 2026, 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, Mr. Donaca, Dr. Cabell, Ms. Carpenter, Mr. Cuoio, Mr. Erstad, Dr. Fairfax, Ms. Jansen, Mr. Louie, Mr. Nate, Mr. Settles, Mr. Trexler for Director Cameron, and Director Charron were present, resulting in a quorum. Ms. Hart, Senator Bernt, Representative Furniss, and Senator Ruchti were absent.

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 13, 2026, 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. **Board Transitions**

Mr. Cuoio has been appointed chair of the Marketplace Committee. Two new members have joined the board: Sherry Jansen representing health carriers and Gary Louie representing producers.

Motion: Mr. Erstad moved that the Board approve the appointments of Gary Louie and Sherry Jansen to the Marketplace Committee and Bobby Cuoio as Chair of the Marketplace Committee. **Second:** Ms. Carpenter. **The motion carried.**

Chair Fulkerson shared awards and recognition that have been received, both by Your Health Idaho (YHI) and individuals on the board and team members.

Executive Summary

Mr. Kelly began by reviewing enrollment trends. Disenrollments due to affordability concerns have leveled out. Overall enrollment is down about 4% compared to the same time last year. The rate of disenrollment has slowed; however, new enrollments are trailing last year aby about 16%. Overall, we are pleased with the leveling out of enrollments and the relatively small year-over-year decline.

The 2027 Notice of Payment and Benefit Parameters (NBPP) was finalized on May 15, 2026. Items of greatest impact to YHI are an expansion of eligibility to purchase catastrophic plans to qualifying Idahoans and an established process requirements for state-based exchanges to participate in the State Exchange Improper Payment Measurement Program. At the state level, the Idaho Department of Insurance (DOI) and the Idaho Department of Health and Welfare (DHW) submitted an amended 1332 waiver. If the waiver is approved, implementation is targeted for Plan Year 2027 (PY27).

Mr. Kelly continued, saying the second and third floors of the View Pointe tower are actively being marketed. Annual board member Conflict of Interest Disclosures are due no later than June 19, 2026. Mr. Kelly and Chair Fulkerson continue to work with the Governor's office to fill the empty board seat.

Strategic Initiatives and Goals

7. Strategic Initiatives

Mr. Kelly reviewed YHI's strategic initiatives, which are focused on outcomes in 2030. They are Idahoans' Experience, Enrollment, and Low-Cost Promise. Idahoans' Experience will continue to be measured on Net Promoter Score (NPS) and employee Net Promoter Score (eNPS). Enrollment was reset to 175,980 in March. The Low-Cost Promise goal is to maintain the lowest operating costs of any state-based exchange.

8. FY27 Variable Pay Goals

Mr. Kelly presented the proposed goal categories for Fiscal Year 2027 (FY27), and no structural changes are proposed. Ongoing impacts of federal policy changes, affordability concerns, and operational changes continue to put significant downward pressure on historical goal benchmarks. Lower targets for FY27's variable pay goals reflect those pressures. The Idahoans' Experience goal will continue to be measured on NPS and the Enrollment goal will be measured by enrollments at the end of Open Enrollment 2027 (OE27). The Low-Cost Promise goal will be measured on net operating income and there are no changes proposed to individual accountability goals.

Motion: Mr. Erstad moved that the Board, as recommended by the Governance Committee, approve the FY27 Variable Pay Goals as presented today. **Second:** Ms. Malek. **The motion carried.**

9. **FY26 Variable Pay Goal Update**

Mr. Kelly gave an update on the status of the variable pay goals for FY26 which will end on June 30. A period-to-date NPS of 74 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 and is well above the 100% payout. The Risk Management goal is an individual goal based on monthly phishing campaigns. Currently, 62 of 72 team members are at 100% payout for this goal.

Operational Update

10. **PY26 Enrollment Update**

Mr. Kelly presented an update on enrollment, saying May member months are 19% above the FY26 budget. Disenrollments are stabilizing, which indicates YHI is past the majority of disenrollments due to affordability.

11. **Customer Profile**

Ms. Husler presented the customer profile and noted that the data used was gathered on April 1, 2026. The customer profile reflects stability in key metrics such as gender, age, and representation by an agent or broker. Average gross and net premiums reflect the impact of the expiration of enhanced Premium Tax Credits (ePTCs). Idahoans paying more than $300 per month increased by 14 percentage points, while those paying $100 or less decreased by 19 percentage points. Disenrollments by age group disproportionally impacted 19- to 34-year-olds when compared to the normal age distribution of enrollments. The 45- to 64-year-old age group has the highest retention, while under 18 and 34- to 44-year-olds disenrollment is flat compared to enrollments. The board discussed tracking the reasons for disenrollment.

Forty-six percent of consumers who disenrolled did not have a tax credit. Disenrollment by metal tier shows silver plans and dental plans being disproportionately impacted compared to other plan levels. Bronze has higher retention than other metal tiers, reflecting affordability concerns.

12. Customer Experience

Mr. Vernon stated the Customer Support Center (CSC) shows an overall increase in volume of 3.7% year over year. Disenrollments were the primary driver for volume January through April. In May, there was a 14.0% decrease year over year as we have moved past disenrollment volume. A review of NPS shows YHI tracking at 74 year to date, compared to 72 in 2025.

13. Marketing and Outreach

Ms. Lapierre gave an update on marketing and outreach, stating that the redesign of the YourHealthIdaho.org website is underway and on track for an August 1 launch. Work has begun on the paid media campaign for next year and the team is preparing for OE27. The Outreach team is busy preparing for the upcoming YHI golf tournament while still participating in events around the valley.

Talent Update

14. Team Member Engagement

Ms. Fletcher shared team member engagement opportunities with the board, beginning with stay interviews. A new theme that emerged from stay interviews this year is that team members like their job. For March and April, the average eNPS was 81.

The annual Gallup Q12 survey was completed in May, with an engagement mean of 4.57 (the highest score in YHI history) and a percentile ranking of 84.

Finance Update

15. FY26 Q3 Financial Results

Ms. Crites presented the YHI operations financial results. For year-to-date actuals to budget, total income shows favorability of $708,000, mainly driven by higher enrollments. Total operating expenses show favorability of $348,000, driven in part by open positions, lower personnel costs, and directly hiring seasonal team members. Net operating income is favorable by $1,057,000. CapEx favorability of $7,000 is driven by lower CapEx on remodel, furniture, and computers. Of year-to-date net operating income favorability, $95,000 is driven by timing items.

For View Pointe, Ms. Crites stated total income is unfavorable by $54,000, driven by rent relief for September due to the remodel, rent adjustments, and FY25 common area maintenance true up. Total operating expense unfavorability of $19,000 is largely driven by parking lot maintenance, tree removal, and catch-up month on utility bill for in-house accounting transition. Net operating income is $73,000 unfavorable to budget. CapEx is unfavorable by $27,000 due to the timing of the lobby remodel and roof repairs extending into FY26.

For the consolidated year-to-date statement, net operating income is $984,000 favorable to budget.

Motion: Mr. Donaca moved that the Board, as recommended by the Finance Committee, approve the financial results through March 31, 2026, as presented today. **Second:** Dr. Fairfax. **The motion carried.**

16. FY26 Financial Forecast

Ms. Crites presented an overview of the FY26 forecast for YHI operations, saying fiscal year to date assessment fee revenue is 7.0% favorable to budget driven by higher enrollments. Operating expenses are under budget by $266,000 due to savings on seasonal staff and in-house Priv/Sec compliance testing. Certificates of Deposit (CDs) totaling $7,000,000 are laddered to ensure funds are accessible at regular intervals.

For View Pointe, net operating income is projected to be unfavorable to budget by $101,000 due to rent relief for the lobby remodel, rent reductions due to YHI taking back the first-floor space, and utility costs and billback true ups. View Pointe has $1,150,000 in CDs, laddered to ensure funds are accessible at regular intervals. The team is working with Young Elevator on the elevator upgrade project with a final quote of $171,150 and the project is expected to be finished in August.

For the consolidated forecast, net operating income is expected to be favorable to budget by $1,299,000.

Ms. Crites reviewed the sustainability cash flow projection through 2032 comparing the fiscal year 2027 forecast to the fiscal year 2027 budget trends.

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. There were no significant changes to any of the policies except the Privacy Policy, which had a section added for notifications.

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

18. Contract Addendums

a. Public Affairs SOW

Risch Pisca is our legislative and regulatory affairs partner. 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 #10 includes a 3% increase.

Motion: Mr. Cuoio moved that the Board, as recommended by the Marketplace Committee, approve the Risch Pisca SOW #10 in an amount not to exceed $51,912. This amount is included in the FY27 Budget. **Second:** Ms. Malek. **The motion carried.**

b. DHW MOU

The Idaho Department of Health and Welfare provides services centered on Health Care Assistance and support. Services include referrals for potential Advance Premium Tax Credit (APTC) customers, with YHI determining eligibility. The amendment includes any automation changes and would extend the current term to August 31, 2027. Costs are included in the approved FY27 budget.

Motion: Mr. Cuoio 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 FY27 Budget. **Second:** Mr. Nate. **The motion carried.**

c. Creative Services 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 #15 is at a not-to-exceed amount of $1,042,204, which is included in the approved FY27 budget.

Motion: Mr. Cuoio moved that the Board, as recommended by the Marketplace Committee, approve the Drake Cooper SOW #15 in an amount not to exceed $1,042,204. This amount is included in the approved FY27 budget. **Second:** Ms. Jansen. **The motion carried.**

d. 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 2025 Request for Application (RFA) allows YHI to renew the agreement for up to a one-year extension for an entity awarded a contract under that RFA. The Idaho Community Health Center Association (ICHCA) was awarded the contract in 2025 and YHI recommends renewing the agreement for an additional year in accordance with the 2025 RFA.

Motion: Mr. Cuoio moved that the Board, as recommended by the Marketplace Committee, approve the contract with Idaho Community Health Center Association be renewed for one year as allowed under the 2025 Request for Application for Enrollment Entities, and authorize the Executive Director and the Marketplace Committee Chair to execute the Enrollment Entity contracts at an amount not to exceed $310,840. This amount is included in the approved FY27 budget. **Second:** Ms. Carpenter. **The motion carried.**

At this time, the Board took a short break.

19. 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 and to consider documents 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 Sections §74-206 (1)(b) and (d).

Executive Session Roll Call: Ms. Malek took a roll call vote and determined Chair Fulkerson, Mr. Donaca, Dr. Cabell, Ms. Carpenter, Mr. Cuoio, Mr. Erstad, Dr. Fairfax, Ms. Jansen, Mr. Louie, Mr. Nate, and Mr. Settles were present and agreeable, resulting in a quorum.

The Board entered into executive session at 10:24 a.m. and reconvened at 12:16 p.m. No final actions nor decisions were made while in Executive Session.

Motion: Mr. Erstad moved that the Board approve the revisions to the Compensation Policy as presented today. **Second:** Ms. Malek. **The motion carried.**

Motion: Ms. Malek moved that the board delegate completion of the Executive Director performance review to the Board Chair. **Second:** Dr. Fairfax. **The motion carried.**

20. Next Meeting

The next Board meeting will be held Friday, September 18, 2026, at 9:00 a.m.

21. Adjourn

There being no further business before the board, the Chair adjourned the meeting at 12:19 p.m.

Signed and respectfully submitted,

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Janice Fulkerson, Board Chair Date