



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

**Board of Directors Meeting Minutes  
Friday, March 14, 2025**

**Board Members Present**

- Ms. Janice Fulkerson, Chair
- Ms. Heidi Hart, Vice Chair
- Mr. Bobby Cuoio (via videoconference)
- Ms. McKenzie Kraemer (via videoconference)
- Mr. Trent Nate
- Dr. Nicki Odom (via videoconference)
- Mr. Peter Sorensen (via videoconference)
- Mr. Brett Thomas (via videoconference)
- Ms. Julie Triepke (via videoconference)
- Director Dean Cameron

**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
- Ms. Stephanie Husler, 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 9:01 a.m., Friday, March 14, 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. Sparks called roll and determined that Chair Fulkerson, Ms. Hart, Mr. Cuoio, Ms. Kraemer, Mr. Nate, Dr. Odom, Mr. Sorensen, Mr. Thomas, Ms. Triepke, and Director Cameron were present, resulting in a quorum. Ms. Malek, Mr. Donaca, Senator Bernt, Mr. Erstad, Dr. Fairfax, Representative Furniss, Senator Ruchti, Mr. Settles, and Director Adams 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:** Ms. Hart moved to approve the meeting minutes from the December 13, 2024, Board meeting as presented today. **Second:** Mr. Sorensen. **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 and Committee Appointments

Chair Fulkerson welcomed the newest member of the board, Senator Treg Bernt, who will serve on the Finance Committee. Ms. Malek has agreed to serve as Vice Chair of the Finance Committee and Ms. Kraemer has agreed to serve as Vice Chair of the Marketplace Committee.

**Motion:** Ms. Hart moved that the Board approve the appointments of Senator Treg Bernt to the Finance Committee, Tara Malek as the Finance Committee Vice Chair, and McKenzie Kraemer as the Marketplace Committee Vice Chair. **Second:** Mr. Nate. **The motion carried.**

Mr. Kelly stated eleven current board members are up for reapplication this year. Ms. Sparks will reach out to them and help them through the reapplication process after today's meeting.

## **Executive Summary**

Mr. Kelly briefly reviewed projected effects of the expiration of the enhanced tax credits on December 31, 2025, and information regarding the final Notice of Benefit and Payment Parameters (NBPP).

On March 10, 2025, the Centers for Medicare and Medicaid Services (CMS) issued a new proposed rule concerning marketplace integrity and affordability. One change is Open Enrollment (OE) dates shifting to November 1 through December 15. There is also removal of the automatic 60-day extension for income Data Matching Inconsistencies (DMIs), Advance Premium Tax Credits (APTCs) after one year of failure to reconcile, the low-income Special Enrollment Period (SEP) for consumers under 150% of the Federal Poverty Level (FPL), and auto renewals for consumers who do not confirm their information is accurate. Rules around delinquency and partial payments were reverted to prior rules. Your Health Idaho (YHI) is working to understand technology impacts and plans to submit comments on certain items, including OE dates.

Mr. Kelly reported on discussions in the Idaho legislature around Medicaid and Medicaid expansion. A bill that would directly impact YHI is House Bill 345, which is a collaboration between the House and the Senate. It contains a condition that allows Idahoans who are between 100 and 138% of the FPL the ability to choose between Medicaid and YHI for coverage. This bill would require changes to eligibility rules and legislative review would be required if conditions are not met.

Mr. Kelly gave an update on the lobby remodel project for the View Pointe building, which is intended to maximize lease rates and minimize vacancy periods at the end of the current tenants' leases. After engaging with three firms, YHI is moving forward with Hillside Architecture with a planned completion date in November of this year.

YHI has received the 2025 Idaho Business Review Empowering Women award. We are also a finalist in the Idaho Business Review 2025 Top Companies in Treasure Valley and have been nominated for the Boise Metro Chamber Healthcare Industry Excellence Award.

## **Revisit Strategic Initiatives FY25 Goal Concepts**

### **8. 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. These initiatives are focused on outcomes in 2030.

Mr. Kelly explained some expected impacts from the expiration of the enhanced tax credits at the end of the year. There may be considerable confusion in the marketplace, depending on if and when any extension may occur. Idahoans receiving an APTC will see their net premiums almost double. An increase in net premiums may drive healthy



Idahoans to leave the market, further increasing the cost of net premiums. Idahoans enrolled through the marketplace without a tax credit may also see an increase in their monthly premium cost. A loss of 25% of enrollments is expected during OE 2026, with enrollment stabilizing in April 2026.

In order to minimize the impact to Idahoans and YHI, we will continue to deliver a world-class customer experience, invest in our team and technology, and increase funding for marketing and outreach to tell everyone about YHI.

There was discussion amongst the board about how to manage consumer messaging, variable pay goals, metal tier shifts, and potential board education about the impact to specific demographics.

YHI team members presented tactics their departments are working on to support the strategic initiatives.

Ms. Lapierre reported that Outreach is engaging with communities and organizations across the state to increase brand awareness. They plan to increase the number of in-person enrollment events during OE, utilize SMS messaging throughout the year, and give consumers the option to sign up to receive OE reminders. Paid advertising will shift to a focus on quality and the importance of having coverage.

Mr. Reddish said the Tech Ops team was working on adding an option for supplemental coverage to the shopping experience, implementing a new SMS platform, and providing new internet connectivity hardware for the Outreach team's events. The tech ops team is also focusing on ways to implement self-service options for consumers in the areas of Personally Identifiable Information (PII) verifications, post call summaries, and password resets.

Mr. Vernon's team is working to contribute to enrollment growth by providing enhanced customer service interaction training for the team and adding self-service videos to the website. The Customer Experience team is collaborating with the Tech Ops team to increase and implement consumer self-service options.

Ms. Fletcher said the Talent team has emphasized hiring seasonal team members directly in order to screen applicants for a better fit with the YHI team. Team member engagement is encouraged with enhancements to the career web and a focus on leadership skills training and team-wide professional development opportunities.

## **9. FY25 Variable Pay Goals**

Mr. Kelly reviewed operational goals for the current period. Idahoans' Experience is based on NPS and at 73, this goal is on track for 120% payout in July. The Low-Cost Promise goal is measured on net operating income vs. the approved budget. This goal is anticipated to be paid at 100% in September. The Enrollment goal is based off the final enrollment count at the end of OE and was paid at 110% in December. Risk Management

is an individual goal based on monthly phishing campaigns. Out of 73 team members, 67 are at 100% payout and six are at 80% payout.

## **Operational Update**

### **10. Enrollment Update**

Ms. Lane reported record high enrollment for OE 2025, with stable enrollments through January and February. Enrollment is expected to continue to be stable for the remainder of Plan Year 2025 (PY25). Year to Date (YTD) member months are 6% above the Fiscal Year 2025 (FY25) budget and assessment fees YTD are 7.5% above budget.

### **11. Customer Experience**

Mr. Vernon stated inbound volume for 2024 in the Customer Support Center (CSC) was 14% lower Year Over Year (YoY), despite a 21% increase in total enrollments. Volume in December 2024 was higher than December 2023 due to post-OE volume and there was a 9.5% decrease for January and February YoY.

Net Promoter Score (NPS) has increased 6% YoY and was 71 for 2025.

### **12. Customer Survey**

Ms. Lapierre reported some results from the annual consumer survey, which is sent to people who purchase a plan through YHI and people who do not purchase anything but interact with YHI in some way. Some of the top reasons given for having a favorable opinion of YHI and being satisfied with their experience were affordability, ease of use, good communication, and the ability to work with an agent or broker. Reasons given for an unfavorable opinion or dissatisfaction with their experience were price and that it was too complicated.

There was discussion about ways to make the process less confusing for consumers and the importance of urging consumers to work with an agent or broker.

### **13. Marketing and Outreach Update**

Ms. Lapierre stated the Always Present campaign is underway. This campaign will focus on Special Enrollment Periods (SEPs). YHI has completed a brand refresh to add secondary colors, updated fonts, and email and social post templates to ensure brand consistency. Outreach is going strong with events to keep brand awareness up throughout the year.



## Finance Update

### 14. FY25 Results for 2Q

Ms. Lane presented a review of FY25 2Q results, comparing actuals to budget. For YHI results, total income shows favorability of \$262,000, driven by higher enrollments and higher interest earned on Certificates of Deposit (CDs). YTD 2Q to budget is \$474,000 favorable. Total operating expenses show unfavorability of \$18,000, which is driven mainly by higher personnel costs due to open enrollment and variable pay paid at our stretch goals offset by lower seasonal costs due to direct hire and savings from identity management software. YTD to budget is favorable of \$260,000. Net operating income is \$245,000 favorable to budget in 2Q and \$734,000 YTD. CapEx unfavorability of \$385,000 is driven by the office refresh for the Customer Service Center approved FY24.

For View Pointe, 2Q total income favorability of \$24,000 and YTD favorability of \$39,000 is driven by higher interest earned on CDs while total operating expenses show favorability of \$10,000, with YTD favorability of \$7,000. Net operating income is \$34,000 favorable to budget for 2Q and \$46,000 favorable YTD. CapEx favorability of \$15,000 is driven by CapEx planned for quarters three and four of FY25.

The consolidated income statement shows 2Q total income favorability of \$287,000 and YTD \$513,000. Total operating expense unfavorability of \$8,000 for 2Q and favorability of \$267,000 YTD, and net operating income favorable to budget by \$279,000 for 2Q and YTD of \$787,000.

**Motion:** Mr. Nate moved that the Board, as recommended by the Finance Committee, approve the financial results through December 31, 2024, as presented today. **Second:** Ms. Hart. **The motion carried.**

### 15. FY25 Forecast

Ms. Lane reviewed the FY25 forecast versus budget. Assessment fee revenue is forecasted to be above the YHI budget, as well as interest income from CDs. Operating expenses are projected to be near budget for net operating income.

For View Pointe, revenue is expected to exceed budget due to interest income. Expenses are expected to miss budget due to property management fees for the HVAC project, offset by general operating costs.

The consolidated net operating income is expected to be favorable to budget.

For consolidated results, we expect to end the fiscal year with \$1,142,000 of total income favorability, mainly driven by assessment fee revenue. Total operating expenses are expected to be on budget and net operating income is projected at \$1,141,000. CapEx shows unfavorability of \$382,000 due to planned projects for View Pointe, as well as the office refresh.

At this time the board took a ten-minute break.

## 7. 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, including those documents covered under Your Health Idaho's Privacy and Security policies and public records policy pursuant to Idaho Code Section § 74-206 (1)(d).

**Executive Session Roll Call:** Ms. Sparks took a roll call vote and determined Chair Fulkerson, Ms. Hart, Mr. Cuoio, Ms. Kraemer, Mr. Nate, Dr. Odom, Mr. Sorensen, Mr. Thomas, and Ms. Triepke were present and agreeable, resulting in a quorum.

The Board entered into executive session at 10:41 a.m. and reconvened at 11:22 a.m. No final actions nor decisions were made while in Executive Session.

## 16. FY26 Compensation and Talent Plan

Mr. Kelly stated the overall employment market is the most stable it has been since pre-COVID. Compensation actions taken by YHI over the past three years have slowed turnover and increased team member satisfaction. An updated market compensation survey showed some opportunities and informed us of our budget needs. The adjustments made to align with market data are in their second year, with some positions needing a third year of market adjustments to be within compensation targets.

Mr. Kelly said the efficiencies gained in the CSC allow for a lower total headcount, with the addition of one position in marketing and outreach to help offset threats to enrollment. A merit recommendation of 3% is consistent with historical practices and norms and a market recommendation of 1% is informed by the compensation survey. No Economic Impact Adjustment is assumed, and team member vacancy is assumed at 1%. The employee benefit structure remains unchanged for FY26 with an assumption of a 12% increase to the medical premium and historical increases for other benefit programs.

Mr. Kelly mentioned that during the Finance Committee meeting, a suggestion was made to increase the 1% market pool to 2%. At this time, there was discussion amongst the board regarding this increase, the benefits it may bring, and whether there was room in the budget for the increase. It was agreed to increase the market pool to 2%.

**Motion:** Ms. Hart moved that the Board, as recommended by the Governance Committee, approve the Compensation and Talent Plan for FY26 as amended today, with a 3% merit pool and a 2% market pool. **Second:** Mr. Sorensen. **The motion carried.**



## 17. FY26 Budget

Ms. Lane reviewed the overall budget assumptions for revenue. OE25 ended with 139,745 enrollments, which is a 15% increase YoY. There are approximately 150,000 uninsured Idahoans, and we believe there are still growth opportunities. The expiration of the enhanced tax credits on December 31, 2025 is expected to drive a loss in enrollment during OE26 through March 2026. We project enrollment stability with in-year retention plus continued growth due to Always Present advertising and Real-Time Eligibility. There is no change proposed to the Per Member Per Month (PMPM) assessment fee for either Qualified Health Plans (QHPs) or Qualified Dental Plans (QDPs). A 5% increase YoY in growth is expected for PY27 and future plans years.

Business insurance assumes growth consistent with historical experience. Increases in IT and Privacy/Security are due to IT upgrades and subscriptions, maintenance, and support. There is a contractual increase in the GetInsured contract for FY26 and many software licenses have moved from monthly to annual options. The seasonal workforce supports the workload during OE.

For YHI CapEx, FY26 and beyond assumes technology enhancements of \$300,000. Other CapEx assumes \$100,000 for break/fix items and contingency.

The View Pointe budget includes the ending of the Catholic Diocese lease February 2026, and the Armstrong lease ends June 2026. Revenue aligns with current leases and assumes a 6-month vacancy at lease expiration. Expenses reflect current contracts and CPI increases of 3%. Tenant improvement is assumed at \$15 per square foot and CapEx of \$60,000 is for break/fix items and contingency.

For the YHI operations FY26 budget quarterly income statement, a decrease in revenue of \$132,000 over FY25 is anticipated. Total operating expenses are expected to increase by \$671,000. Factors driving the increase are FY25 backfills and Economic Impact Adjustment, merit, benefits, payroll taxes, and the focus on outreach and advertising. Net operating income is projected to decrease by \$803,000 over FY25. Favorability of \$285,000 is anticipated for CapEx due to the office refresh taking place in FY25.

Ms. Lane reviewed the View Pointe FY26 quarterly income statement. Total income is expected to decrease by \$162,000, driven by the expiration of the Catholic Diocese lease and the decrease in interest from CDs. A slight decrease in total operating expense of \$16,000 is due to the absence of property management fees for HVAC projects in FY25. Net operating income shows a decrease of \$146,000, and CapEx of \$60,000 is back to business as usual in FY26.

The consolidated income statement shows net operating income unfavorable to the FY25 forecast by \$950,000 driven mainly by the expiration of the enhanced tax credits and declines in interest income. With the conclusion of CapEx projects in FY25, FY26 is expected to be back to normal.



The seven-year consolidated income statement shows the effects of enhanced tax credits going away in PY26 which impacts FY26 and FY27. Moderate growth returning in PY27 and beyond. The cash balance remains above the cash reserve threshold.

**a. Financial Sustainability and Planning**

Ms. Lane presented the sustainability cash flow projection through 2032. The PY26 assessment fee PMPM is \$11.75 and \$.75 for QHP and QDP, respectively. In PY27 the PMPM increases, then decreases in PY28 and beyond. A grow scenario and a harvest scenario were presented by Ms. Lane.

**Motion:** Mr. Nate moved that the Board, as recommended by the Finance Committee, approve the Your Health Idaho Assessment Fees for Qualified Health Plans (QHPs) of \$11.75 and Qualified Dental Plans (QDPs) of \$0.75 for Plan Year 2026. **Second:** Ms. Kraemer. **The motion carried.**

**Motion:** Mr. Nate moved that the Board, as recommended by the Finance Committee, approve the Fiscal Year 2026 budgets as presented today. **Second:** Dr. Odom. **The motion carried.**


**18. FY26 Audit Firm Discussion**

Ms. Lane stated that Eide Bailly was approved by the board to continue audit services through FY25 with the change of the audit partner. At the Finance Committee meeting, the Committee discussed continuing with Eide Bailly or issuing a Request for Proposal (RFP) for a new audit firm. The committee was supportive of continuing with Eide Bailly. After some discussion, the Board was also supportive of continuing with Eide Bailly.

**Motion:** Mr. Nate moved that the Board, as recommended by the Finance Committee, approve the continuation of audit services with Eide Bailly through Fiscal Year 2026. **Second:** Mr. Cuoio. **The motion carried.**

**Due to the loss of a quorum, the official meeting ended at this time. The YHI team and Board discussed the remaining items on the agenda.**

Signed and respectfully submitted,

  
Janice Fulkerson, Board Chair