



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

**Board of Directors Meeting Minutes  
Friday, September 13, 2024**

**Board Members Present**

- Ms. Janice Fulkerson, Chair (via videoconference)
- Ms. Tara Malek (via videoconference)
- Mr. Kevin Settles
- Mr. Bobby Cuoio (via videoconference)
- Mr. Greg Donaca (via videoconference)
- Mr. Hyatt Erstad (via videoconference)
- Dr. Cynthia Fairfax
- Representative Rod Furniss (via videoconference)
- Ms. McKenzie Kraemer (via videoconference)
- Mr. Trent Nate
- Dr. Nicki Odom (via videoconference)
- Senator James Ruchti (via videoconference)
- Mr. Peter Sorensen
- Mr. Brett Thomas (via videoconference)
- Ms. Julie Triepke (via videoconference)
- Director Dean Cameron
- Ms. Jennifer Palagi for Director Alex Adams

**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
- Ms. Shannon Hohl, Idaho Department of Insurance
- Mr. William Coon, Idaho Department of Insurance (via videoconference)
- Mr. Kevin Smith, Eide Bailly
- Ms. Ellen Duncan, Eide Bailly
- Ms. Santana Zito, Eide Bailly
- Mr. Mike Stoddard, Hawley Troxell (via videoconference)

- Ms. Frances Nagashima, St. Luke's Health Plan
- Mr. Michael Johnston, St. Luke's Health Plan

## 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 9:00 a.m., Friday, September 13, 2024, 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 audio stream by dialing into a telephone number and view the materials by accessing a meeting link that were included in the notice of meeting posted on the Exchange Board's website, social media platforms, and at the meeting location.

Chair Fulkerson delegated authority to preside over the meeting to Mr. Settles as she was attending virtually and Mr. Settles attended in person.

## 2. Roll Call

Ms. Malek called roll and determined that Chair Fulkerson, Mr. Settles, Mr. Cuoio, Mr. Donaca, Mr. Erstad, Dr. Fairfax, Representative Furniss, Ms. Kraemer, Mr. Nate, Dr. Odom, Senator Ruchti, Mr. Sorensen, Mr. Thomas, Ms. Triepke, Director Cameron, and Ms. Palagi for Director Adams were present, resulting in a quorum. Ms. Hart and Senator Hartgen 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. Trent moved to approve the meeting minutes from the March 15, 2024, Board meeting as presented today. **Second:** Dr. Fairfax. **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**

Mr. Settles announced the newest member of the Your Health Idaho (YHI) board, Director Alex Adams. Director Adams began his new role of Director of the Idaho Department of Health and Welfare (DHW) on June 5, 2024. Ms. Palagi will act as his delegate.

## **7. Executive Summary**

Mr. Kelly and the board discussed possible impacts if the enhanced tax credits expire in December 2025 as they are currently set to do. These impacts include an increase in Idahoans' monthly net premium, a drop in enrollment, and increased stress on indigent funds and Medicaid. There was discussion about the many national groups across the country that have encouraged Congress to extend the enhanced tax credits. The board discussed what information might be helpful to share with the Governor's office and our congressional delegation.

## **Strategic Initiatives and Goals**

### **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.

Ms. Lapierre explained the ways her team is working to support the strategic initiatives, which include pop-up enrollment centers across the state during Open Enrollment (OE), continued and increased engagement state-wide with community organizations, and educating Idahoans about coverage and YHI.

Mr. Vernon's team is focusing on enhancing enrollment counselor and agent partnerships. Internal decision trees help team members provide a consistent message to consumers and the team continues to concentrate on building a foundation for positive consumer interaction.

The work Mr. Reddish's team is doing focuses on increased automation and self-service ability.

Ms. Fletcher reported on her team's tactics to support the strategic initiatives. They are hiring seasonal team members directly instead of through staffing agencies and encouraging team member engagement through Team Member Appreciation Week, a vaccination clinic, professional development, and the career web.

## 9. FY25 Variable Pay Goals

Mr. Kelly gave an update on the progress being made on goals. Idahoans' Experience is based on Net Promoter Score (NPS). Currently the team is at 100% payout with a score of 69. Anything over 70 would hit the stretch goal, measured at the end of December and paid in January 2025. Low-Cost Promise is based on net operating income improvement versus budget, measured at fiscal year end (June 30), and paid in September 2025. At present, that goal is at the 3% improvement mark. The Enrollment goal is measured at the end of OE and paid in January. The final goal is Risk Management, which is based on individual performance in phishing campaigns and paid in January and June 2025. All but five team members are still eligible for 100% payout on this goal.

## Financial Update

### 10. FY24 Audit Results

Ms. Duncan of Eide Bailly presented the results of the Fiscal Year 2024 (FY24) audit. The results of the financial audit were free from material misstatement in accordance with GAAP (unmodified opinion). The programmatic audit results were in compliance without findings.

**Motion:** Dr. Fairfax moved that the Board, as recommended by the Finance Committee, approve the Audited Financial Statements and Audit Report for the financial year ended June 30, 2024, including additional information contained in the report and as presented today. **Second:** Mr. Sorensen. **The motion carried.**

**Motion:** Mr. Nate moved that the Board, as recommended by the Finance Committee, approve the Programmatic Audit Report for the financial year ended June 30, 2024, including additional information contained in the report and as presented today. **Second:** Dr. Fairfax. **The motion carried.**

### 11. FY24 Financial Review

Ms. Lane gave a review of the fiscal year ending June 30, 2024, consolidated income statement for YHI and the View Pointe building. Total income is \$482,000 favorable to a budget of \$14,123,000 driven by higher enrollment and interest earned on the Certificates of Deposit (CDs). Total operating expenses show favorability of \$339,000 to a budget of \$14,203,000 which was driven by lower-than-budgeted personnel costs, DHW savings, and the identity management expense not occurring as expected. Net operating income is favorable to budget by \$822,000. CapEx favorability of \$452,000 is due to lower than anticipated CapEx for FY24.

## 12. FY25 Financial Forecast

Ms. Lane presented YHI updates relevant to the FY25 forecast. Assessment fees will move to a per member per month (PMPM) model, \$7 million split between two CDs, revenue is projected to be 2.4% above the FY25 budget due to higher enrollments, a 3% COLA in January 2025, and the office refresh project included in CapEx.

For View Pointe, two CDs maturing in November 2024 and February 2025 total \$1,400,000. Several leases are coming up for renewal, with an amendment expected for the Catholic Diocese, as their new building was approved by the city. Ms. Lane updated the board on the progress of the fire and HVAC system repairs on the View Pointe property.

The consolidated forecast projects total income to surpass budget by \$382,000, driven by higher enrollments and interest earned on CDs. Total operating expenses show \$54 favorable to budget, driven mainly to the identity management expense not occurring as expected. Net operating income is projected to be favorable to budget by \$437,000. CapEx shows unfavorability to budget by \$314,000, driven by the office refresh project.

## Operational Updates

### 13. Enrollment Update

Ms. Lane reported strong in-year retention, with PY25 effectuations 3% above budget. Assessment fees fiscal year to date are 2.4% above budget driven by higher member months.

Mr. Kelly said in-year retention is consistent from 2023 to 2024. The higher enrollment in year is due to an increase in Special Enrollment Periods (SEPs). The most significant increase in SEP reasons is loss of employer sponsored coverage. The board discussed other potential reasons for the in-year retention, and there was robust discussion regarding reasons enrollments usually tend to drop throughout the year.

*At this point the Board took a ten-minute break.*

### 14. Customer Experience

Mr. Vernon reported a 15% year-over-year increase in enrollments through August while experiencing a 21% decrease in inbound customer volume. This is due primarily to efficiencies in data matching, first call resolution, and turnaround time management.

Net Promoter Score (NPS) has increased 6% year over year with a score of 69.

## 15. PY25 Preparations

### a. Training Update

Mr. Vernon informed the board of the training being done for both team members and Connectors. Customer Advocates (CAs) are being cross trained to increase their independence in serving consumers and the Connectors training has moved from one universal format to three unique formats based on Connector feedback.

### b. Redeterminations and Renewals

Ms. Husler provided an overview of the Open Enrollment 2025 (OE25) timeline, which includes the following:

August 4	Signed carrier participation agreements due to YHI
September 13	Idaho Department of Insurance (DOI) to provide final Qualifying Health Plan (QHP) recommendations to YHI
September 20	QHP certification notices provided
September 28	Redeterminations and renewals begin
October 1	Anonymous shopping begins
October 1	All final rate changes posted on DOI website
October 10	Redetermination and renewals complete
October 15	OE begins, consumer renewal notices sent
December 16	OE ends

### c. Technology Updates

Ms. Husler gave an update on the affordability estimator that was launched on the YHI website on August 26, 2024. Consumers enter their income and other information into the estimator and get an estimate of what coverage might be most affordable for them.

Ms. Husler reviewed the technology roadmap. Key items include custom dental grouping, cost-share overlay, the addition of the network name, HRA offer questions, and compliance changes.

## 16. Marketing and Outreach Update

Ms. Lapierre stated the Your Health Idaho, Danger Ranger, and Always Present advertising campaign continues to do well with nearly 15,000,000 impressions. The campaign will run through the end of September then the new campaign will begin, with 15- and 30-second spots in both English and Spanish.

The three-member Outreach team continues to build relationships with and educate Idahoans, with 14 events in September.

## **17. Talent Update**

Ms. Fletcher presented a YHI team member update, saying the Customer Support Center (CSC) is fully staffed, including two bilingual CAs. The move from annual reviews to monthly reviews began in July with the new fiscal year.

Ms. Fletcher continued with a report on employee Net Promoter Score (eNPS). In August we scored a 78, which is the highest score received since we implemented the eNPS survey.

Team member appreciation week took place in August and is another way YHI focuses on team member engagement.

## **Governance and Administrative**

### **18. Board Survey**

Ms. Fletcher reviewed the results of the annual board survey, which is administered internally. There was a greater level of participation this year over last year, and responses show an overall high level of agreement with the survey statements. Some of the strengths noted in the survey were the communication between the YHI team and the board, great relationship building, and that the board is diverse and respectful. Opportunities brought up by the survey include reducing the formality of meetings, board members' desire to get to know one another better, and less use of jargon and acronyms by the YHI team. There was discussion about updating some of the content next year to keep the survey relevant to the current board. Changes implemented for this round of meetings include nameplates for everyone seated at the table, relaxing the use of Robert's Rules of Procedure during the meetings, and the inclusion of a committee overview and updated biographies of board members with the meeting materials.

### **19. Annual Board of Directors Training Content**

Mr. Kelly stated Mr. Stoddard will be presenting the annual board training at the December board meeting. Some areas of focus include Open Meetings laws, conflicts of interest, board and committee roles and responsibilities, and privacy and security. There was discussion about the board appointment and re-appointment process and board member tenure. Board members also discussed the potential addition of new topics such as basic exchange and health insurance education and reviewing some of the early challenges of the exchange.

### **20. Review Committee Charters**

Mr. Kelly stated committee charters are reviewed each year, both internally and by legal counsel. This year, there is one minor suggested change in verbiage in the Marketplace Committee charter to be consistent with other YHI committee charters.

**Motion:** Dr. Fairfax moved that Board, as recommended by the respective Committees, approve the changes to the Committee charters as presented today. **Second:** Mr. Sorensen. **The motion carried.**

## 21. Plan Certifications

Director Cameron presented the annual plan certification data to the board. The number of individual market plans decreased, moving to 149 from 154 in 2024. Small group plans decreased as well, going from 191 to 187. Total dental plans went from 37 in 2024 to 34 in 2025. Humana is a new dental carrier on the marketplace this year.

**Motion:** Dr. Fairfax moved that Board accept the recommendation of the Department of Insurance and approve and certify the 370 plans as qualified health and dental plans for plan year 2025 as presented today. **Second:** Mr. Erstad. **The motion carried. Mr. Nate, Mr. Sorensen, and Mr. Donaca abstained.**

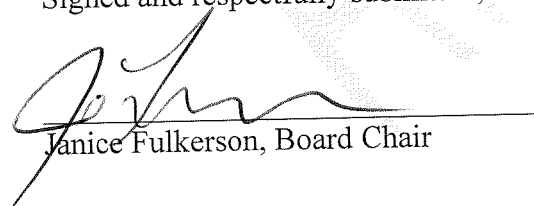
## 22. Next Meeting

The next board meeting will be Friday, December 13, 2024.

## 23. Adjourn

There being no further business before the board, the Chair adjourned the meeting at 11:20 a.m.

Signed and respectfully submitted,



Janice Fulkerson, Board Chair