



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

**Board Meeting Minutes  
Friday, September 19, 2025**

**Board Members Present**

- Ms. Janice Fulkerson, Board Chair
- Ms. Heidi Hart, Vice Chair (via videoconference)
- Ms. Tara Malek (via videoconference)
- Mr. Greg Donaca (via videoconference)
- Dr. Karen Cabell (via videoconference)
- Mr. Bobby Cuoio (via videoconference)
- Mr. Hyatt Erstad (via videoconference)
- Dr. Cynthia Fairfax
- Mr. Trent Nate
- Mr. Kevin Settles
- Mr. Peter Sorensen (via videoconference)
- Mr. Brett Thomas (via videoconference)
- Director Dean Cameron
- Ms. Miren Unsworth for Director Charron

**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
- Ms. Stephanie Husler, Your Health Idaho
- Mr. John Christensen, Your Health Idaho (via videoconference)
- Mr. Mike Stoddard, Hawley Troxell
- Ms. Shannon Hohl, Department of Insurance
- Ms. Ellen Duncan, Eide Bailly
- Mr. Norm Varin, Pacific Source

## 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 9:02 a.m., Friday, September 19, 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

Chair Fulkerson called roll and determined Ms. Hart, Ms. Malek, Mr. Donaca, Dr. Cabell, Mr. Cuoio, Mr. Erstad, Dr. Fairfax, Mr. Nate, Mr. Settles, Mr. Sorensen, Mr. Thomas, Director Cameron, and Ms. Unsworth for Director Charron were present, resulting in a quorum. Senator Bernt, Representative Furniss, 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 June 20, August 29, and September 3, 2025, Board meetings 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

Chair Fulkerson announced the addition of two new members to the Your Health Idaho (YHI) Board of Directors. Dr. Karen Cabell has assumed the Health Care Provider seat and Director Juliet Charron has taken the Ex Officio seat occupied by the Director of the Department of Health and Welfare.

**Motion:** Ms. Hart moved that the Board approve the appointments of Dr. Karen Cabell to the Governance Committee and Director Juliet Charron to the Finance and Marketplace Committees. **Second:** Mr. Settles. **The motion carried.**

## **Executive Summary**

Mr. Kelly reviewed actions YHI has taken to inform the public of the impact of the expiration of the enhanced Premium Tax Credits (ePTCs). If the ePTCs are allowed to expire, consumer's monthly net premiums are projected to double and consumers over 400% of the Federal Poverty Level (FPL) will no longer be APTC eligible. YHI expects that 25,000 Idahoans will cancel coverage due to affordability concerns. The YHI team has prepared for four scenarios based on the timing of the potential extension of the ePTCs.

Mr. Kelly presented an overview of the policy changes that impact YHI, noting the effective dates, the ways YHI will be affected, and the steps YHI will take to help mitigate these impacts to Idahoans. As requested by the board, the budget and Variable Pay goals have been revisited due to the projected additional enrollment losses due to these policy changes.

Ongoing efforts to increase team member engagement continue, with the September employee Net Promoter Score (eNPS) coming in at 71, up 11 points from August. The building remodel project is in the final stages and should be completed by the middle of October.

Mr. Kelly stated that enrollments continue to defy gravity for Plan Year 2025 (PY25) with strong retention and slight growth July through September.

The board discussed the intricacies of timing of sending notifications to consumers and brokers due to the unresolved nature of potential policy changes. They also discussed potential increases in handle time or volume in the Customer Support Center (CSC) due to federal policy changes.

## **7. Strategic Initiatives**

Mr. Kelly reminded the board of the three pillars of YHI's strategic initiatives which include Idahoans' Experience, Enrollment Growth, 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.

## 8. Vision and Mission Statements

Ms. Lapierre said the current mission statement of YHI has not been updated for years. Best Day HR led a workshop with the YHI executive team to come up with a new mission statement that better represents where YHI is today. Out of that meeting came a vision, along with a new mission statement. The vision and mission statements were reviewed by the executive committee, and their feedback and suggestions are included in what is presented today.

**Motion:** Ms. Hart moved that the Board, as recommended by the Executive Committee, approve the Your Health Idaho Vision and Mission statements as presented today.

**Second:** Dr. Fairfax. **The motion carried.**

## Financial Update

### 9. FY25 Audit Results

Ms. Duncan from Eide Bailly presented the results of the Fiscal Year 2025 (FY25) financial and programmatic audits. The programmatic audit results were in compliance without findings. Eide Bailly issued an unmodified opinion for the financial audit, however, the financial audit identified an entry that was classified as a significant deficiency finding in internal controls with the YHI cash reconciliations for the View Pointe building. To ensure this finding was mitigated on a going forward basis, management's response includes shifting the accounting responsibilities from the property management company to YHI, effective September 1, 2025.

**Motion:** Mr. Donaca 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, 2025, including additional information contained in the report and as presented today. **Second:** Mr. Settles. **The motion carried.**

**Motion:** Mr. Donaca moved that the Board, as recommended by the Finance Committee, approve the Programmatic Audit Report for the financial year ended June 30, 2025, including additional information contained in the report and as presented today. **Second:** Mr. Settles. **The motion carried.**

### 10. FY25 Financial Review

Ms. Lane gave a review of the fiscal year ending June 30, 2025, consolidated income statement for YHI and the View Pointe building, focusing on the actuals to budget for FY25. Total income is \$1.2M favorable to a budget of \$15.2M driven by assessment fee revenue and higher interest earned on Certificates of Deposit (CDs). Total operating expenses show favorability of \$218,000 to a budget of almost \$15M. This was driven by open positions and employee-related costs, lower costs for seasonal hires, and lower than

expected professional services. View Pointe saw lower utility costs partially offset by higher property management fees. Net operating income is favorable to budget by \$1.4M. Capital Expenditure (CapEx) unfavorability of \$317,000 is driven by the office refresh approved in FY24 and the earlier completion of fire panel and HVAC projects than originally planned.

## 11. FY26 Budget Reset

Ms. Lane gave an overview of how federal policy changes are anticipated to drive an additional enrollment decline of 5,000 Idahoans for PY26. There was discussion amongst the board about income attestations and time allowed to clear data matching inconsistencies.

Ms. Lane reviewed changes that have occurred in YHI and View Pointe operations since the budget was approved in March of this year. The changes include a decrease in projected enrollments, CDs renewing at a higher interest rate than expected, tenant lease modifications, and the lobby remodel.

For FY26 revenue assumptions, there are no changes in Per Member Per Month (PMPM) for PY26 and assessment fee reductions in future plan years are no longer assumed due to lower enrollments as a result of changes in federal policy.

Ms. Lane reviewed the proposed budget reset, noting the projected drop in assessment fee revenue of \$113,000 is partially offset by higher interest earned on CDs resulting in total income \$75,000 lower than the approved budget. Savings in employee related costs offsets unfavorability in eligibility/enrollment costs resulting in total operating expenses \$65,000 better than budget, with net operating income showing unfavorability of \$10,000 to the approved budget.

For View Pointe, the diocese lease extension was not assumed in the original budget and higher interest on the CDs is also captured in the proposed budget reset. Total operating expenses increased slightly due to insurance and property management fees because of the diocese lease extension.

The consolidated net operating income is favorable to budget by \$126,000.

The board discussed the importance of taking preventative moves to protect the organization, considering the uncertainty of the federal policy changes.

**Motion:** Mr. Greg Donaca moved that the Board, as recommended by the Finance Committee, approve the amended Fiscal Year 2026 budget as presented today. **Second:** Dr. Fairfax. **The motion carried.**

## Operational Update

## 12. Customer Experience

Mr. Vernon reported a 14% year-over-year increase in enrollments through August while experiencing a 5.4% decrease in inbound customer volume. This is due primarily to efficiencies gained in the customer experience. Net Promoter Score (NPS) has increased 6% year over year with a score of 75. YHI has now had 12 consecutive months of an NPS greater than 70.

## 13. PY26 Preparations

### a. Redetermination and Renewal Timeline

Ms. Husler provided an overview of the Open Enrollment 2026 (OE26) timeline, which includes the following:

August 1	Proposed rate changes posted on Idaho Department of Insurance (DOI) website
August 4	Signed carrier participation agreements due to YHI
September 19	DOI to provide final Qualifying Health Plan (QHP) recommendations to YHI
September 20	YHI begins renewals
September 22	QHP certification notices provided
October 1	All final rate changes posted on DOI website
October 1	Anonymous shopping begins
October 15	Open Enrollment (OE) begins
December 15	OE ends

### b. Technology Update

Ms. Husler highlighted several items on the technology roadmap. These items include phase two of the CSR overlay, multi-factor authentication for consumers, and improvements to the document approval process. TimeTap, a tool for consumers to schedule directly in real time with an agent, went live on September 15.

## 14. Marketing and Outreach Update

Ms. Lapierre stated the Outreach team has added two people and plans to nearly double the number of pop-up enrollment centers across the state during OE. The Marketing and Communication team has been working on redesigning collateral and YHI's intranet, along with a website audit and preparing for OE. The paid advertising campaign spots have been taped using the same actor as last year but with a different message. Overall messages will continue to focus on educating Idahoans about Your Health Idaho, tax credits, and coverage options.

*At this time the Board took a short break.*

## **Governance and Administrative**

### **15. FY26 Variable Pay Goals**

Mr. Kelly reviewed the projected decline in enrollment driven by federal policy changes and stated the Enrollment and Low-Cost Promise variable pay goals have been reset to reflect fewer enrollments. There are no proposed changes to the Idahoans' Experience or individual accountability goals.

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

### **16. Board Survey Results**

Ms. Fletcher reviewed the results of the annual board survey, reminding the board that there were fewer questions this year and some of the phrasing of the questions was reworked. Thirteen of 18 board members and delegates participated. Responses show an overall high level of agreement with the survey statements. Some of the strengths noted in the survey were communication, the diversity of the board, and synergy. Opportunities noted include the occasional low level of discussions, board member engagement, and the learning curve for new board members.

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

Ms. Hart 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, media reminders including social media expectations, board and committee roles and responsibilities, virtual meetings, privacy and security, and the organizational structure of YHI along with a revenue generation overview.

### **18. Committee Charter Review**

Mr. Kelly explained some suggested changes to the Executive Committee charter. The Executive Director's annual performance review will be moved from the Governance Committee to the Executive Committee, and a policy education section has been added. The Finance and Governance Committee charters have been revised to reflect these changes as well. There are no proposed changes to the Marketplace Committee charter.

**Motion:** Ms. Hart moved that the Board, as recommended by the respective committees, approve the Committee charters as presented today. **Second:** Mr. Erstad. **The motion carried.**

## 19. Plan Certification

Ms. Hohl began her presentation with an update on the section 1332 waiver that was approved in August 2022. The waiver has reduced the cost of individual market health insurance by offsetting the premium impact of high-cost health conditions. Due to the waiver, individual market premium rates for 2024 were 15% lower, in 2025 they were 20% lower, and in 2026 they will be 18% lower than they would have been without the waiver.

Regarding plans recommended for certification, the number of individual market plans increased, moving to 158 from 149 in 2025. Small group plans decreased, going from 187 to 139. Total dental plans went from 34 in 2025 to 35 in 2026.

**Motion:** Mr. Erstad moved that the Board accept the recommendation of the Department of Insurance and approve and certify the 332 plans as qualified health and dental plans for plan year 2026 as presented today. **Second:** Mr. Settles. **The motion carried. Mr. Nate and Mr. Donaca abstained.**

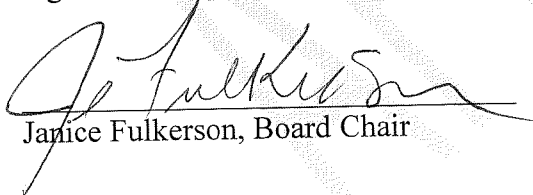
## 20. Next Meeting

The next Board meeting will be held Friday, December 12, 2025 at 9:00 am.

## 21. Adjourn

There being no further business before the board, the Chair adjourned the meeting at 11:26 a.m.

Signed and respectfully submitted,



Janice Fulkerson, Board Chair