

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Meeting Minutes

May 4, 2023

Board Members in Attendance: Sharon Clark, Ryan Sadler, Dr. Joe Ellis, John Mark Fones, Martha Mather, David Roode

David Verry began the Advisory Board meeting by offering a welcome to the board and other participants. Roll call was conducted. With less than half of the board members present, there was no quorum to approve minutes. The meeting minutes from last month's meeting will need to be approved during the next Advisory Board meeting. David shared the meeting agenda which included an HBE update, an update on the Unwind and Renewals, Subcommittee updates, kynector updates, then open discussion.

David provided the HBE update, sharing that HBE has been involved in many outreach efforts to support the Medicaid Unwinding. Listings are being sent to kynectors and agents for the residents they are associated with in kynect and who may be losing Medicaid. This allows the kynectors and agents to make direct contact and get those residents enrolled in a QHP. HBE is also providing lists to Managed Care Organizations so they may contact their enrollees. The contact center has been making outbound calls to people who are losing Medicaid and gaining tax credit eligibility. David also shared that kynect on Demand is now live. He reminded the group that this is a system where residents may submit their contact information, and a participating agent can retrieve the contact and conduct direct outreach. The contact center is using this to help funnel people who are ready to enroll in a QHP to a licensed insurance agent.

Margie Meehan asked if when referrals are made to kynect on Demand if those agents can assist people statewide. David responded that is correct.

Craig Friedman added that with some of the residents he picked up from the queue were people that lost food stamps. He emailed them the SNAP application. David let the attendees know that those type of issues can be referred to the contact center, DCBS, or a kynector who can complete the SNAP application.

David Verry added that HBE was aware that some individuals had used kynect on Demand for other programs even though the screen states it is for licensed health insurance and for health coverage. HBE is working on adding more banners to reinforce it is only for health coverage.

Next, David brought forward that plan certification season has started, and the forms and rates have already been filed with the with the Department of Insurance. A picture of what the landscape may look like for the fall is beginning to develop, adding that all issuers will remain the same. While there are no additions or removals, there will be expansion of some of the QHP into other counties. HBE has also

received interest from another standalone dental issuer. Since it may be a little late to add them, they were trying.

CMS released their Notice of Benefit Payment and Parameters, which is a yearly publication that governs changes that may be coming up for the federal exchange. It also includes things that state marketplaces can choose to do, and some that they must do. These are typically items or changes that are on the horizon.

David advised that HBE is continuing with system improvements and enhancements and thanked everyone on the call and in the subcommittees for their hard work, input and help in improvements.

Helen Dawson provided the next update on the Medicaid Unwinding and Renewals. Helen noted that Kentucky is one of six states that was deemed fully compliant under CMS requirements for the unwinding and therefore has not been put on a corrective action plan. She reported that they are seeing good numbers and on continuation of coverage either on Medicaid or transitioning to QHP with APTC. Helen showed the outreach efforts noting there are many working on this, with people contributing across various sister agencies, departments, organizations, and even in the field. A lot of direct outreach, nudges, and email alerts have been used. DMS is currently focused on supporting residents with a 6/30 renewal date. Helen also noted the PHP website that is available, and the stakeholder meetings. Meeting attendees were invited to join every third Thursday of the month, with the next meeting on May 18th. Attendees were also told they can leverage the communication materials on the website and conduct outreach and sharing of those materials to support members. Helen voiced appreciation for the supportive kynectors and agents, stating that the numbers shared are a testament to the success of their work. Helen reminded the attendees that reports, and information continues to be updated on the website. There is a flexibilities tracker that notes all flexibilities put into place during the PHE and when they will end on the policy side. The Unwinding team is meeting as a team daily with about 30-40 people, to ensure needs are being responded to and hear feedback and suggestions.

David Verry added that ensuring people know to take action when necessary is a constant message to help those who may not know they have to go into the system and actively enroll in a QHP, unlike with Medicaid when an MCO may be assigned if one is not actively selected

The next updates began from the subcommittee chairs with Martha Mather. Martha said the Behavioral Health subcommittee did not meet last month, and the next meeting is scheduled for May 24th at 10:00 AM.

David Verry provided the update on behalf of Mark Kleiner, stating the main agenda was kynect on Demand and the lists being used of those losing coverage and outreach.

Ryan Sadler's update was that they had cancelled the last meeting and will meet again later in May.

Edith Slone provided a kynector update, sharing that during the month of April, kynectors held more than 300 outreach and enrollment events across Kentucky. An increase in number of events is expected to increase in May with a presence at the Derby events, and the start of spring fairs and festivals. Warmer weather allows for more outdoor events as well. Edith reminded the attendees that the kynector calendar of events is located on the KHBE website and contains event details along with a map for directions. The calendar is updated as events change, and new events get added throughout the month. If events are cancelled due to weather or other reasons, those updates are added as well.

David Verry followed up by adding that when he was in DC, he attended a meeting with eighteen representatives for various state-based marketplaces throughout the country. The participants were very interested in the briefing he provided on the engagement our state has in the public and the relationship KHBE has with insurance agents, navigators, and kynectors. The group expressed amazement that these groups participated in subcommittees and worked together.

Jennifer Jackson spoke up that they operate Community Connections in southeastern Kentucky. After seeing the kynect tables and promotional items, she stated that they do a lot of events. She would be interested in being able to represent kynect at events, with one festival scheduled for May the 18th in Clay County. The festival is called The Good Continues and Jennifer inquired how she could get agents or kynectors set up there. Edith Slone recognized the work Jennifer did in her region and thanked her. She asked Jennifer to give her a call after the meeting to discuss events and becoming a CAC.

David Verry moved to the last agenda item of open discussion. With no discussion items brought forward, David asked for a motion to adjourn the meeting. Ryan Sadler made the motion and Priscilla Easterling gave a second to the motion.

The meeting was adjourned.