KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Meeting Minutes

May 1, 2025

Board Members in Attendance: Carrie Banahan (by proxy for Secretary Friedlander), Whitney Allen, Sharon Clark, Joe Ellis, Chuck Eddy, Martha Mather, Supraja Parthasarathy, and David Roode.

Quorum: A quorum was established; therefore, the previous meeting minutes were adopted.

Updates and Reports:

- **State-Based Marketplace – David Verry**
  David Verry provided an update on the state-based marketplace. He reported that Plan Year 2025 exchange enrollments remain at a healthy level, with Exceptional Special Enrollment requests slowing down. The new metrics tool is currently being field-tested by kynectors. New training materials for SNAP, WIC, and elder-specific services will be available soon. Document uploading and processing issues have been resolved. While there are some proposed federal rules, operations continue as usual pending definitive guidance.
- **kynector Outreach – Tyler Little**
  Tyler Little shared updates on kynector outreach efforts. In March, over 496 public outreach and enrollment events were scheduled. Additionally, there were over 2,413 appointments, 1,523 referrals, and 2,506 actions taken regarding application intake and reported changes. Tyler highlighted the success of the Hillbilly Days event and the Kentucky Derby events held the previous weekend.
- **Subcommittees**
  - **Behavioral Health Subcommittee – Martha Mather**
    Martha Mather provided an update on the Behavioral Health Subcommittee. The last meeting was held on March 19th, during which there was an increase in 988 resources. The next meeting is scheduled for May 21st.
  - **Education and Outreach Subcommittee – Whitney Allen**
    Whitney Allen reported that the next Education and Outreach Subcommittee meeting will be held on May 5th. The focus will be on analyzing data related to individuals without health insurance and planning targeted outreach strategies.
  - **Agent/Navigator Subcommittee- David Verry**
    David Verry provided an update on the Agent/Navigator Subcommittee. Discussions centered on individuals who will lose Advanced Premium Tax Credit (APTC) eligibility at the end of the year due to increases in the Federal Poverty Level (FPL).
  - **Qualified Health Plan Subcommittee – David Verry**
    David Verry provided an update on the Qualified Health Plan Subcommittee. The last meeting focused on Open Enrollment notices, emphasizing efforts to assist as many individuals as possible in retaining coverage.

Adjournment: With no further questions, the meeting was adjourned.

Next Meeting: June 5, 2025