

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Meeting Minutes

February 6, 2025

Board Members in attendance: Carrie Banahan by proxy for Secretary Friedlander, Shaun Orme by proxy for Sharon Clark, John Fones, Harry Hayes, Dr. Supraja Parthasarathy, David Roode, and Ryan Sadler

The January Meeting Minutes were adopted. David Verry wanted to congratulate everyone on a successful Open Enrollment period. Over 97,000 consumers have been enrolled. This is the second highest open enrollment numbers. This total is 22,000 more than last year. The contact center had some technical difficulties on the last day of the Open Enrollment. As a result, the wait times were longer than usual, but the problem was fixed swiftly. System enhancements are presently being considered by KHBE. Input is being received from kynectors, agents, staff and other constituents on how the system is currently operating and what changes are needed to improve the system.

System changes being considered include streamlining the application flow and new sorting features, payment reminders to prompt enrollees to make their first premium payment and document processing and upload changes. The website will be also refreshed after Open Enrollment.

All issuers have returned their letter of intent to participate on the Marketplace in 2026. It is hoped that the enrollment threshold of 100,000 will be reached next year. There was a 59% increase in enrollments by Agents with a 30% total increase in enrollments from 2024 to 2025.

Mark Kleiner had a concern about an ongoing problem with agents selling non-ACA compliant plans to the public. He proposed that some type of education or information be created to inform the public of the 4 carriers in Kentucky that offer ACA compliant plans. Then if the public has questions, they can contact kynect to get in touch with a licensed agent. David stated that there were multiple instances during Open Enrollment, where kynect advised consumers on social media to be cautious of non-ACA compliant plans. Next year KHBE will increase communication to the public on non-ACA compliant plans.

Ben Martin provided an overview on Open Enrollment support metrics. He stated that 8 weekly command centers were hosted with DHPO, OATS, KOG, DCBS, Agents and kynectors. There were 3 office hours held where 288 Agents and kynectors attended. Nine virtual one-on-one sessions were held with 6 agents and 3 kynectors. Seven issues of the bi-weekly newsletter were sent out and several micro videos and online trainings were developed.

John Pasztor provided an update on kynector activities. He stated that 420 kynector events are scheduled for February. In December, 2,089 kynector appointments were scheduled, 1,299 referrals were made and 2,324 case actions were taken. There were also several successful events that the Rapid Response Team attended in January.

There were no updates from the Behavioral Health Subcommittee.

David provided an update on the Agent/Navigator Subcommittee meeting stating that they discussed multiple issues including kynect on demand and creating a one-page document discussing the differences between copays and coinsurance amounts.

Pricilla provided an update from the Education and Outreach Subcommittee stating that they discussed the Family Glitch issue and future planning for 2025.

Ryan Sadler provided an update from the Qualified Health Plan Subcommittee stating they discussed the increase in enrollment numbers and DACA disenrollments that were lower than expected.

With no further questions asked, the meeting was adjourned.

The next meeting will be March 6, 2025.