



**Pennsylvania Health Insurance Exchange Authority d/b/a Pennie®  
BOARD of DIRECTORS MEETING MINUTES**

**Date:** October 20, 2022  
**Time:** 12:00 PM – 3:30 PM  
**Location:** Microsoft Teams meeting

**Preliminary Matters**

- **Call to Order**
- **Roll Call**
  - Commissioner Mike Humphreys, Acting Commissioner, Pennsylvania Insurance Department (Chair) - **Present**
  - Sheryl Kashuba, University of Pittsburgh Medical Center Health Plan (Vice Chair) - **Present**
  - Dr. Denise Johnson, Acting Secretary of Health and Physician General, Department of Health
    - Megan Barbour as designee - **Present**
  - Jessica Brooks, Pittsburgh Business Group on Health - **Present**
  - Frank Fernandez, Capital Blue Cross - **Present**
  - Antoinette Kraus, Pennsylvania Health Access Network - **Present**
  - Laval Miller-Wilson, PA Health Law Project - **Present**
  - Alexis Miller, Highmark - **Present**
  - Paula Sunshine, Independence Blue Cross - **Present**
  - Meg Snead, Acting Secretary, Department of Human Services
    - Cathy Buhrig as designee - **Present**
  - Tia Whitaker, Pennsylvania Association of Community Health Centers - **Present**
- **Minutes**
  - **Motion:** To adopt the minutes of the August 18, 2022, Meeting of the PHIEA Board of Directors.
    - Motion: Laval Miller-Wilson
    - Second: Paula Sunshine
    - Board Decision: Unanimous
- **Opportunity for Public Comment**
  - There were no public comments.
- **Administrative Matters**
  - Determine 2023 Meeting Schedule Cadence
  - Executive Director (ED) Zachary Sherman reviewed the adopted Board of Directors (BOD) meeting schedule for 2022 and shared the 2023 considerations for the BOD meeting schedule. Paula Sunshine suggested we stay open to having a meeting early in the year due to the Public Health Emergency (PHE) Unwind. ED Sherman shared that the December 2022 meeting would be the



meeting to talk through where we are and what is ahead of us as it relates to the unwind as we should know by mid-November if the PHE is ending in January. Several Board members agreed that the January meeting be removed; meeting suggestions accepted as noted consistent with the slide (February, May, August, October).

- **Assister Program Review/Planning**
  - Intro to section: ED Sherman explained that this is a follow-up to the discussion the Board had around the Assister Program Performance Review and planning for the future. There were requests around data and information related to the program at the last BOD meeting.
  - Data Definitions and Performance Numbers (slides 8 – 10): Pennie's IT Director, Ben Schrass, spoke to the Assister information consistent with the slides.
  - Application Activity Disparity/Intangibles and Notables (slides 11 – 12): Pennie's External Affairs (EA) Director, Chachi Angelo, reviewed the information consistent with the slides.
- **Executive Session**
  - The BOD held an executive session. The agenda for the executive session was limited to discussing legally privileged or confidential matters, to seek legal counsel, discuss personnel matters, or to review or discuss agency business that is legally protected by law.
- **Return to Public Session**
  - **Motion:** To authorize the Executive Director to execute the full contract and take the appropriate action to fund the assister contract for the remainder of the 2022-2023 contract extension.
    - Motion: Laval Miller-Wilson
    - Second: Antoinette Kraus
    - Board Decision: Unanimous
- **Calendar Year 2023 Budget Review**
  - Intro to section: ED Sherman explained that, in this section, the team would walk us through where Pennie is in terms of expenses and revenue in the 2022 budget, and this will lead into the discussion of the 2023 revenue and budget projections. We are looking for approval of the 2023 budget today.
  - CY2022 Budget Overview: Pennie's Chief Financial Officer (CFO), Heather Lemmon, explained the Budget Expenditures to-Date and the totaled anticipated spend through December 2022, reiterating that we are under budget in expenses, including the Reinsurance Program contribution. We are estimating a total savings of \$4M by years end in our operation budget. Pennie is in excellent financial position as we have been all year and does not anticipate any issue making the reinsurance transfer in July 2023 as noted on the slides.



- Laval Miller-Wilson asked why all of the Reinsurance monies were not spent. ED Sherman explained that when the American Rescue Plan (ARP) came into effect, it reduced the money that the state had to spend because there was more federal funding available.
- Revenue and Enrollment Projections (slides 19 – 20): Pennie’s IT Director discussed the enrollment and revenue projection scenarios consistent with the slide. Because of the PHE, we expect enrollment trends to be much different than this year.
- Federal Funding: Pennie’s CFO announced that we received a federal funding award in partnership with the Department of Human Services of up to \$21MM to include categories listed on slide 21.
- CY2023 Proposed Budget: Pennie’s CFO broke down the proposed budget by Program Area. Pennie’s Budget Manager, Kristin Hand, shared the breakdown details regarding the specific Program Area budgets for CY2023 to include new positions. Pennie’s CFO concluded by explaining the Reinsurance Program Budget and Estimated Financial Overview for CY2023 consistent with the slide.
  - External Affairs Additional Slides (slides 26 – 28): Pennie’s EA Director discussed the details of the PHE Media Buy and MarComm Efforts for the upcoming PHE unwind. Also included in the discussion was the proposed addition of Department of Health (DOH) Grant of \$300,000 for the YMCA partnership.
  - Tia Whitaker asked the date for information to go out in preparation of the PHE. Assuming that the PHE ends in January, our media buy would start directly after OE and take us through June. Tia’s thought was to get information out earlier as it may assist with getting folks to pay attention to the information they are getting. Department of Human Services (DHS) is taking the first phase once we announce that PHE is ending.
  - **Motion:** To adopt the proposed budget, as presented by staff, for calendar year 2023.
    - Motion: Laval Miller-Wilson
    - Second: Tia Whitaker
    - Board Decision: Unanimous
- **OEP 2023 and PHE Unwinding Update**
  - PHE Update: ED Sherman updated everyone on the PHE unwind. We should know in the first couple weeks of OE if the PHE unwind will kick off right around the end of OE. As previously discussed, DHS has shared guidance with Managed Care Organizations (MCOs) on how they are able to communicate with their members during the PHE unwind. Pennie continues to adjust its marketing and outreach planning strategies, as well as call center staffing plans that are necessary to be in place and operational when it is time. Pennie is currently in a holding pattern waiting for the formal announcement from the federal government.
  - Timeline Update: Special Advisor, Jennifer Lloyd, reviewed the OEP Readiness



Timeline consistent with the slides.

- Auto-Renewal Process Status: Pennie's Chief Operating Officer, Duane McKee, briefly reviewed the auto-renewal process. The testing and dry runs for this process required many hours from Pennie and GetInsured. The process is improving and will be complete as of today. The notices to customers will be released next week.
  - Notices and Communications Timing: Pennie's EA Director reviewed the timing for the notices and communications during OEP consistent with the slide. He also shared that we anticipate placing an insert with the notices this year to be used as a quick "cheat sheet" for customers, which will be going into renewal notices.
  - Message Testing: Pennie's EA Director reviewed the results of the message testing that was requested by the BOD as consistent with the slides.
  - Marketing/Communications Timing: Pennie's EA Director reviewed the marketing and communications timing and how the message testing leads into this area consistent with the slide. Antoinette Kraus asked if there would be anything mentioned regarding the Family Glitch in any of the messaging. Pennie's EA Director explained that we are putting the message in our press release, although it is a complicated message to pass along. Pennie is trying to find the best way to encourage potential customers, as well as identify current customers. ED Sherman added that it is in the plan for promotion and is a work in progress.
- **Adjourn**
    - Motion to adjourn: Antoinette Kraus
    - Second: Jessica Brooks
    - Board Decision: Unanimous
  - **Meeting adjourned at approximately 3:12 PM.**