

July Advisory Board Meeting Updates

June 27, 2025

Policy and Programmatic Activities

 On Track

	Workstream/Topic	Status	Upcoming Milestones
	Colorado Option Regulations	Regulations 4-2-81 and 4-2-85 effective 6/15/25	Updating regulations based on Plan Year 2026 Lessons Learned
	Colorado Option Bulletins	N/A	N/A
	Rates & Plan Enrollment	PY26 Binder filings submitted 6/16/25 PY26 rate and network adequacy filings submitted 6/30/25	Rates approved late August 2025
	Premium Rate Reduction Hearings	DOI reviews carriers' rate filings for compliance and implements the Commissioner's Final Agency Orders	

Statutory/Federal Reporting

 On Track

	Workstream/Topic	Status	Upcoming Milestones
	Workforce Trends Reports (10-16-1310)	DIRA Partners submits the final Hospital Workforce Trends Report	As of 7/1/25, there are no further reports due. This Workstream will be closed out and removed from reporting.
	1332 Waiver Administration	DOI received \$339M in 2025 passthrough funding	DOI submits 2026 passthrough report

Colorado Option Messaging Focus Groups

Last fall, the Division contracted with a strategic communications firm to analyze the messaging used for the Colorado Option and to understand consumers' views on the Colorado Option plans. Participants were shown [a short video](#) and a [one-page flyer](#) about the Colorado Option and were invited to discuss their thoughts on the materials and general thoughts about purchasing health insurance.

Focus Group Logistics and Participant Makeup

- Two 90 minute focus groups held, one on February 3rd and one on February 4th
- Both focus groups were held online via Zoom and participants were paid \$100 for their participation
- Participants recruited from throughout Colorado through the CREA Results network and with assistance from Connect for Health Colorado
 - One focus group had primarily urban, front range participants, and the other had participants from other parts of the state
 - Focus groups included 10 White/Caucasian participants, 10 Black/African American participants, 6 Hispanic/Latino participants, 2 Asian/Pacific Islander participants, and 1 Native American/Alaska Native participant.

Feedback on Messaging & Outreach

Generally, there was positive feedback on messaging around affordability and inclusivity both in the video and the one pager. Participants expressed interest in free primary care and mental health care but remained focused on specialty care and were somewhat skeptical of the accessibility (useability) of the plan. Despite these concerns, participants were generally open to the plan as advertised and showed positive interest in the affordability, free benefits, clear pricing, and inclusivity of Colorado Option plans.

Next Steps

The DOI will continue to analyze the feedback from the focus groups to inform its messaging for Colorado Option plans prior to the Plan Year 2026 Open Enrollment Period.

2025 Meeting Schedule and Registration Links

Below are dates, times, and Zoom registration links for 2025 board meetings. Please register for these meetings upon receipt of this email and add them to your calendar. Maddie Davis has also sent out calendar holds to personal and state gmail accounts for all board members.

2025 Scheduled Board Meetings	
Meeting Date	Registration Link
Wednesday, October 22 3:30 PM - 5:30 PM	Register Here
Wednesday, December 17 3:30 PM - 5:30 PM	Register Here

Cybersecurity Training

Board members should be checking their state Gmail account each month to complete the mandatory cybersecurity training modules through SOC Learns. If you need a reminder on the details of the trainings, see the [slides](#) from the April Board Meeting. If you have not received emails to your state Gmail assigning you the trainings, please contact Sara Bencic and Maddie Davis so we can assist you.