



Adult-Focused Member Advisory Council (MAC) MEETING MINUTES

DATE: November 19, 2025

LOCATION: Virtual

TIME: 9:30AM – 11:00AM

RECORDED BY: Shelley Cooper

1) Opening Discussion Topic: What is the number one thing Colorado Access can do so you have a better experience with Health First Colorado?

Comments/Feedback:

- COA can do better with continuity of information - it's all siloed, whoever you come in contact with, knows just a small segment of information. Each COA staff that comes in contact with the public should have a broader knowledge of the services and benefits. Want information in one-stop.
- Consistency and continuity - when you talk to someone, is it the same info that's on the COA website, that's on HCPF's website. Even with a lot of moving pieces from many places, we see conflicting information between HCPF and COA. It shouldn't be up to the member to figure out what's going. Isn't this a role of COA, to help the members figure this out? People get frustrated when they get multiple answers from different people/organizations.
- Biggest challenge is the consistency of information, especially regarding Medicaid buy-in and LTSS. Example - you get a letter saying that you need to fill out such and such form, then you call to get clarification, and the person on the phone says no you're all set, no need to fill out this form. It's really hard to navigate.
- Information between HCPF and COA is not always consistent. Improve the chatbot - it's not the most user friendly. Need to verify the information on the chatbot.
- When call two different counties, you'll get different information. The written information should be simple, accessible, plain language, not in legal terms.
- Improve - more providers that see Medicaid patients.
- Recommended actions
 - Internal COA website up to date
 - Chatbot information verified
 - Consistent delivery of information throughout COA
 - Work with external partners to bring consistency of information (HCPF, counties)

2) Updates on COA's Caring Heart Award and COA's New Building 'Voices of Colorado' Project

Caring Heart Award

Staff introduced the award to MAC members new to COA and shared the efforts this fall to advertise the award and encourage nominations; however, none have been received.

Comments/Feedback:

- Example of how COA can do better with continuity of information

- A member gave an example of the Caring Heart Award - when he was first notified via the newsletter, the deadline was 10/31 for a newsletter received 10/29. Now he got the email from Kelly prior to the meeting, it's now 12/15, and the information is consistent with the website. Also, the newsletter came out late, in October instead of September.
- Opportunity - need to really understand and work on the timing of the newsletter - why did it take so long to get from publishing to people's inbox? Also, MAC and PIAC members can use their contacts to improve the number of nominations. Why change the deadlines? We should have a set time frame for collecting nominations and making the award.

COA's New Building - Voices of Colorado Project

Staff shared that in January 2026 COA is moving to a new building. The Marketing and Communications team is working to recruit individuals to be a part of a mural/display in the reception area of the new office sharing faces and quotes of members. MAC members were encouraged to participate and/or circulate the opportunity with other members. Participants will receive the photos from a professional photo shoot.

3) Building our Council

Establishing Group Norms

Discussion Questions:

- What helps you feel like you can contribute your full self?
- What has to be present in this Council in order for you to be fully present?

Comments/Feedback:

- Being new, she is not sure how best she can contribute. She is involved in other parent organizations, but is not sure how that translates to COA.
- Same boat, this is their first year on the MAC. Want to contribute meaningfully, not just to say stuff to say stuff.
- One thing COA doing really well, we've created a platform for open dialogue. No comment is irrelevant, the group is looking for everyone's observations; we may not always agree with each other, but the open dialogue is helpful to everyone. The rule of meetings - if you haven't heard from someone in a while, ask them a question in the meeting.
- Hears this consistently from a lot of members - we want specific tasks and assignments. We're going to discuss ABC - we would like to hear this specific information from you - XYZ. Wants the meeting to be more than informative - wants these meetings to be more collaborative, with advance notice of the task. Some people need a bit more time to organize their thoughts, some folks can speak on the fly.

Council Charter Overview

- How will success be measured?
- I would also advocate for asking presenters in advance what they want from the group

4) Person-Centered Systems

Colorado Access has three organizational strategies that really pertain to the work of the MAC:

- Elevate member voices in systems change.
- Build a person-centered network of providers and partners.
- Co-create whole-person programs and strategies with members, providers, and partners.

Discussion Question: What does person-centered mean to you? What are some characteristics?

Comments/Feedback:

- My needs and expectations are met, or at least, partially satisfied.
- For the average person, more accessibility to medical care. Practitioners that are more engaged. At the very core, COA is an insurance company, but we need to take care of the core infrastructure of being an insurance company - get more providers that are on the roster, accepting patients, make sure providers are being reimbursed fairly, front line people should have a depth of knowledge.
- Recognition that everyone is different, different needs, different questions, different levels of understanding and at different places in their journey.
- Looking at the needs of the individual and ensuring their needs are being met. We live in a system of caps and limits - how can we meet the needs without being constrained by the barriers?
- People over profit. Reiterate what others have said. The person is receiving adequate care based on their personal and unique needs.

Discussion Question re: Co-design: What does co-design/co-create mean? When people talk about co-designing, where do you see yourself in that? What is something that we can co-design together?

Comments/Feedback:

- How to incorporate the different needs of the various stakeholders.
- When ask for comments, need to share back the information, especially if the company can't do it, tell people WHY. Don't want to hear "That's a good question, we'll take that back" - and then we never hear about it again. Don't just solicit opinions, but let people know the parameters of how decisions will be made. Getting members and users involved EARLY in the process, to where their input can actually have some impact. Good example is the chatbot.
- In co-design, community members should be treated as equals in the process. HCPF is so out of touch. Jumping into co-design may raise expectations that can't be met. Maybe a more realistic first step is defining the box, the parameters.
- Expressed agreement. Doesn't want bureaucratic box-checking - give weight to the users of the system, to identify the problems and work on the solutions together.
- Co-design means having input and collaboration, maybe not be able to act on all the feedback, but at least use some of it so that folks feel like their voices are being heard and their needs are being met.
- Sometimes creating an expectation and failing on that is worse than not soliciting feedback at all.

5) Preview of Upcoming Meetings

Staff presented suggested topics for the March and May meetings.

Comments/Feedback:

- Emerging topics - when there are HCPF stakeholder engagement meetings and webinars, can COA send a notification to the MAC members? Share with both MACs and the PIACs.

Meeting Adjourned at 11:00 am

Next MAC Meeting: January 21, 2026