

**IDAHO HEALTH INSURANCE EXCHANGE  
DBA YOUR HEALTH IDAHO  
OUTREACH & EDUCATION COMMITTEE MEETING MINUTES**

**January 2, 2014  
3:00PM-5:00PM**

**1. CALL TO ORDER & ROLL CALL**

Following proper notice in accordance with Idaho Code § 67-2343, the Board meeting of Your Health Idaho was called to order by Ms. Karen Vauk, Chair of the Committee (Chair), at 3:11pm on Thursday, January 2, 2014 at the offices of Hawley Troxell Ennis & Hawley, 877 W Main Street, Suite 1000, Boise, Idaho. In accordance with Idaho Code § 41-6104(8), the meeting was held in an open public forum and was streamed in audio format. Members of the public could access the audio stream by dialing into a toll-free telephone number that was included in the notice of meeting posted on the Exchange Board's Web site and at the meeting location.

Chair Vauk provided the roll and determined that a quorum was present.

**MEMBERS PRESENT**

- Ms. Karen Vauk, Mr. Dave Self, Ms. Margaret Henbest, Director Bill Deal, Mr. Tom Shores
- Via teleconference: Rep. Kelley Packer, Mr. Mark Estess

**OTHERS PRESENT**

Amy Dowd, Executive Director, Jody Olson, Mr. Alberto Gonzalez, (Your Health Idaho), Mr. John Koteck, Ms. McKenzie Lyon, Ms. Ysabel Bilbao, Ms. Jen Visser (Gallatin), Noelle Lovern (SPA)

**2. ADOPTION OF PRIOR MINUTES**

Motion: Mr. Self moved to approve the draft meeting minutes from 11/18/13 and 12/5/13.

Second: Ms. Henbest; motion carried.

Chair Vauk polled the committee for their preference on how to receive meeting materials. The committee requested they receive meeting information via email; with a posted copy available on the HT share site for review.

**Agenda**

Chair Vauk reviewed the agenda and there were no changes.

**3. ACTIVITY: BRIDGE, PHASE II, SUCCESS STORIES, ENROLLMENT EVENTS**

Ms. Olson presented the committee with an overview of the activity during December 2013. The advertising bridge campaign started on 12/20/13 and will run through 1/31/14, at which time the Phase II advertising will begin. The campaign's key message is "Your Health Idaho, the official state health marketplace run by Idahoans for Idahoans". Phase 2 advertising will include direct mail comprising factual information. After research and authenticity verification, real Idahoan success stories are being run on local television channels. Enrollment events are being

scheduled throughout the state with the first event planned for January 8, 2014 in Hailey. There are seven additional events already planned during the months of January and February. Mr. Self asked Ms. Olson to explain the difference in these enrollment events, and what has already taken place.

Ms. Olson informed the committee that YHI is offering agents, brokers and IPA's the opportunity to participate on-site at locations throughout the state. The events will inform the public that there would be carriers available to assist them, they could enroll in a plan right there and then. If the public do arrive and do not have all the required information available for enrollment, YHI will provide them with a checklist of items they will need to enroll. An email has been sent to all brokers and we are hoping our IPA's will support and assist us at these events. The public is being informed of these events via radio announcements, direct mail, social media, and posters in the proposed venues.

### **Co-Branding Process**

Ms. Olson provided the committee with a draft agreement letter which will need to be completed by any organizations wishing to collaborate with YHI; area chambers of commerce, local hospitals, et al. Page two (Exhibit A) will clearly define what the organization will contribute and what YHI will provide. The draft agreement does not have final legal counsel approval at this time. The co-branding will allow participating organizations to add their logo's to advertising. Ms. Dowd recommended that this be presented before the board for approval on 1/10/14, however Chair Vauk suggested it should be reviewed by the Operations Committee, not full board.

Mr. Self asked if specific entities are being targeted. Ms. Olson responded that many organizations have already shown interest and were reviewed at the last meeting, and any new groups would need approval from this committee. Ms. Dowd suggested that the Operations Committee may have some sort of policy for this documentation. Ms. Olson agreed and stated that YHI would be willing to do the necessary research and forward the information to the Operations Committee to see what the next steps are.

### **Tribal Update – Budget, Tribal Engagement Policy**

Mr. Gonzalez reported that they had successfully met with the tribal chairs of all five of the Idaho tribes (Kootenai, Coeur d'Alene, Nez Perce, Shoshone Paiute and Shoshone Bannock). He reminded the committee that the tribes have special considerations, and that Indian Health Services does not preclude them from accessing exchange products. YHI is required by law to have a policy in place, and the tribal policy has been written. This is not an agreement, it is an opportunity for the YHI marketplace and the tribes to achieve culturally appropriate interaction and informed decision making. Mr. Gonzalez informed the committee he would email them a copy of the policy.

Mr. Gonzalez stated that monies were set aside for the Tribal IPA program. These IPA's would provide fair, impartial information regarding enrollment and cost-sharing assistance. They would have the necessary cultural training required to assist with resolving a problem, grievance or appeal.

Ms. Dowd asked if the tribal sponsorship page reflected the federal requirements. Mr. Gonzalez indicated that not all were federal requirements and they should be delineated differently.

Mr. Gonzalez informed the committee that YHI is proposing that \$200K be allocated throughout the tribes. Ms. Dowd recommended that as the money has already been allocated, the committee should ask the board for approval for entering into contracts for the IPA service.

Mr. Shores asked if this covers new or existing IPA's. Mr. Gonzalez said that the tribes all have different requirements, although most of them have tribal health entities and support programs, some may need assistance from us to get started. Mr. Self reiterated that already the money has been approved, he recommended this goes before the board.

#### **YHI Consumer Support Model**

Mr. Gonzalez provided information regarding Consumer Support Services and the federal requirements for 2014; he reminded the committee that 'support services' is not limited to the call center. With assistance from the Department of Health & Welfare the call center with 10 staff has been providing limited general information at a cost of \$299,000 for approximately 7 months. The new staffing model would provide 25 full-time staff covering Case Management; referrals, application and renewal assistance, case updates and support for 60,000-80,000 Idahoans. Based on research and warning from other states, we would like this to operate on regular business hours, reducing overtime costs. The estimated yearly cost is \$1,378,000.

Mr. Gonzalez said that there is a cost for training and certification, he was presenting a lean model and would not be comfortable with anything less. Mr. Shores suggested charging for CE credit certification, thereby substantially reducing the cost.

Ms. Henbest noted that Mr. Gonzalez is creating an ecosystem, and asked how this will be monitored. Chair Vauk said YHI would be able to monitor the movement, she asked if the navigator cost will start in 2014 or 2016. Mr. Gonzalez said the federal grant available now, and should be utilized for the IPA's at least one more year. The committee needs to discuss this and bring it to the Board. Ms. Dowd added that after committee discussion it would need to go before the Product Committee.

The committee was comfortable moving ahead with the model presented by Mr. Gonzalez and Chair Vauk summarized the next steps:

- Review/approve this model
- When approved by the Product Committee they would look at securing services for any system solutions (approval for RFP)
- Board would then review and approve

#### **Budget Review**

Ms. Olson stated that the O&E Contract runs from 8/17/13 through 4/15/14 with a budget of up to \$5.7 million.

SOW #1 ran from 7/5/13 through 8/16/13 at a cost of \$200,000. SOW #2 ran from 8/17/13 through 10/31/13 at a cost of \$1,987,680.

SOW # 3\*\* is scheduled to run 11/1/2013 –1/31/2014 and is currently in process with a budget up to \$1,791,030. SOW #4 is currently under development.

YHI holds weekly reviews with Gallatin, looking for ways to fully utilize the budget. John Kotek stated that they were on target to stay within the budget.

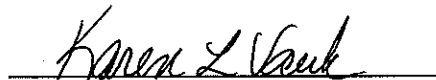
**Schedule additional meeting to review Scope of Work #4**

Chair Vauk stated that the next meeting would be on January 7, 2014 from 9am-11am.

**Adjourn**

There being no additional business, Chair Vauk adjourned the meeting at 5:21pm.

Signed and respectfully submitted by:

  
Ms. Karen Vauk, Chair