

**IDAHO HEALTH INSURANCE EXCHANGE
DBA YOUR HEALTH IDAHO**

**OUTREACH AND EDUCATION
MINUTES
JANUARY 7, 2014**

1. COMMITTEE MEMBERS PRESENT

- Ms. Karen Vauk, Chair
- Mr. Mark Estess (via teleconference)
- Director Bill Deal
- Ms. Margaret Henbest
- Representative Kelly Packer (via teleconference)
- Mr. Tom Shores

2. OTHERS PRESENT

- Mr. Alberto Gonzalez, Your Health Idaho, Ms. Jody Olson, Your Health Idaho, Ms. McKinsey Lyon, Gallatin Public Affairs, Mr. John Kotek, Gallatin Public Affairs, Ms. Jennifer Visser, Gallatin Public Affairs, Ms. Susannah Buckley-Green, Burson-Marsteller

2. CALL TO ORDER

Following proper notice in accordance with Idaho Code § 67-2343, the Outreach and Education Subcommittee meeting of the Idaho Health Insurance Exchange (Exchange) was called to order by Karen Vauk, Chair of the Subcommittee (Chair), at 9:01am, Tuesday, January 7, 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 telephone number that was included in the notice of meeting posted on the Exchange Board's Web site and at the meeting location.

3. ROLL CALL

The Chair called roll and determined that the Chair, Mr. Estess (via teleconference), Director Deal, Ms. Henbest, Representative Packer (via teleconference), and Mr. Shores were present resulting in a quorum. Mr. Self was absent.

4. MEETING MINUTES REVIEW: JANUARY 2, 2014 MEETING

Motion: Ms. Henbest motioned to approve the minutes from the January 2, 2014, meeting with a minor edit provided by Mr. Estess on page 3.

Second: Mr. Shores.

The motion carried.

5. TRIBAL POLICY REVIEW

Mr. Gonzalez presented the committee with updates to the Your Health Idaho tribal engagement policy and the tribal IPA agreements that he presented to the committee on January 2, 2014. He discussed the federal requirements for tribal outreach and the steps Your Health Idaho has taken to meet those requirements.

The Your Health Idaho tribal engagement policy was informed by the policy of other states that have large tribal populations and was modified to meet the unique needs of Idaho.

The Chair said that following the committee meeting, the tribal policies would be presented at the next Board of Directors meeting with a request for:

1. Approval of the Your Health Idaho tribal engagement policy.
2. Approval to enter into In-Person Assister contracts with the five federally-recognized tribes in Idaho including, Kootenai, Coeur d'Alene, Nez Perce, Shoshone Bannock and Shoshone Paiute, utilizing the Board approved budget of \$1.7m (8/13/13). 6.

SCOPE OF WORK #4 REVIEW

A. History of Contract with Gallatin Public Affairs

Ms. Olson of Your Health Idaho gave a history of the contract with the Your Health Idaho outreach & education vendor, Gallatin Public Affairs.

- The initial contract was approved by the full Board at a July 5, 2103 meeting.
- Your Health Idaho signed an initial scope of work with Gallatin Public Affairs that ran from July 5, 2013 through August 16, 2013 in the amount of \$200,000 to develop a website and brand the exchange.
- On August 13, 2013, the full Board approved a budget for Gallatin Public Affairs not to exceed \$5.7 million to run from August 17, 2013 to April 15, 2014.
 - **Scope of Work 2:** Your Health Idaho signed scope of work number 2 to run from August 17, 2013 to October 31, 2013 in the amount of \$1,987,680 to complete general PR, media paid & earned including production, website development, social media, community outreach (Including work to respond to FFM website failure). The work was completed with a total outlay of \$1,693,481.57 (NOTE: \$412,913 was pre-paid during this scope of work for purchase of TV, Radio and Digital advertising and \$220,610 pre-paid for print. The pre-paid funds were held by vendor due to the decision to delay paid advertising. The funds were used during Scope of Work 3 to fund the placement of the bridge campaign ads that started on 12/20/2013.)

- **Scope of Work 3:** Your Health Idaho signed scope of work 3 in the amount of \$1,791,030 to run from November 1, 2014 to January 31, 2014 to include public relations, paid and earned media, including production of a paid advertising bridge campaign, website redesign (being conducted at no cost to Your Health Idaho), additional functionality, development and management, social media and community outreach. The cost of the placement of the digital, radio and print ads developed during the bridge campaign is being covered by funds held by the vendor from Scope of Work 2.

Scope of Work 3 is currently in process with a total outlay of approximately \$830,000 thru end of December 2013.

B. Scope of Work #4

Ms. Olson outlined the streams of work proposed for Scope of Work 4 to begin on February 1, 2014 with Gallatin Public Affairs including: strategic communications counsel, interface with CCIIO and HHS, market research, message development, website maintenance, paid media, earned media, social media and community outreach.

There was consensus from the committee to move forward with Scope of Work 4. The Chair will update the full Board on the consensus of the committee at the next Board meeting. The Chair will then review the specific details of, and approve, proposed Scope of Work 4 before the end of January.

C. Outreach & Messaging

Direct Mail

The committee discussed best practices to target the uninsured through direct mail. Gallatin Public Affairs is working on finding the best way to access lists to target this population. In addition to finding lists of uninsured, Ms. Henbest suggested targeting specific populations by age and geography that have a higher likelihood of being uninsured. She also suggested reaching out to religious organizations.

Communications and the Advanced Premium Tax Credit

Mr. Shores discussed a challenge that he and other agents and brokers have helping some individuals and families that earn below 100% of the federal poverty level and do not qualify for the Advanced Premium Tax Credit or for Medicaid. Ms. Henbest mentioned that it is important to be thoughtful in Your Health Idaho's outreach efforts to ensure that Idahoans know that not everyone will be eligible for a tax credit.

As a follow-up to the discussion, the Chair asked the Your Health Idaho staff to compile information for use by Board members on how to best communicate possible options to obtain coverage to Idahoans that earn below 100% of the Federal Poverty Level.

7. OTHER BUSINESS

Outreach & Enrollment Events

Mr. Shores raised a concern about the time it takes to sign up a family for coverage and that it may be difficult for a family to come to a Your Health Idaho enrollment event and get enrolled in one day.

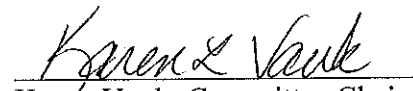
The committee discussed that enrollment events can be used to connect individuals and families to resources and to an agent, broker or In-Person Assister who can schedule a follow-up appointment following the event to continue providing enrollment assistance. Additionally, Ms. Vauk suggested it is important there be an exit desk at the events so individuals and families are clear on their next steps when they leave an event.

The first enrollment event is scheduled for January 8, 2014 in Hailey, Idaho.

8. ADJOURN

There be no further business before the committee, the Chair adjourned the meeting at 10:15 am.

Signed and respectfully submitted by:


Karen Vauk, Committee Chair