

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

**YOUR HEALTH IDAHO BOARD
MINUTES
JANUARY 10, 2014**

1. BOARD MEMBERS PRESENT

- Mr. Stephen Weeg, Chair
- Mr. Hyatt Erstad
- Mr. Mark Estess
- Ms. Zelda Geyer-Sylvia
- Ms. Margaret Henbest
- Mr. Scott Kreiling
- Dr. John Livingston
- Representative Kelly Packer
- Senator Jim Rice
- Representative John Rusche (via teleconference)
- Mr. Dave Self (via teleconference)
- Mr. Kevin Settles
- Mr. Tom Shores
- Ms. Karen Vauk
- Mr. Fernando Veloz
- Director Bill Deal
- Director Dick Armstrong

2. OTHERS PRESENT

- Ms. Amy Dowd, Your Health Idaho
- Ms. Jody Olson, Your Health Idaho
- Mr. Alberto Gonzalez, Your Health Idaho
- Ms. Tresa Ball, HR Precision
- Ms. Susannah Buckley-Green, Burson-Marsteller
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Ms. Jennifer Visser, Gallatin Public Affairs
- Ms. Delfina Krakau, Gallatin Public Affairs
- Ms. Ysabel Bilbao, Gallatin Public Affairs
- Ms. Marnie Packard, PacificSource
- Mr. Tom Mortell, Hawley-Troxell
- Mr. Mike Stoddard, Hawley-Troxell
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3. CALL TO ORDER

Following proper notice in accordance with Idaho Code § 67-2343, the meeting of the Idaho Health Insurance Exchange (Exchange) was called to order by Mr. Stephen Weeg, Chair of the Subcommittee (Chair), at 8:35am, Friday, January 10, 2014, at the State Capitol Building, Room

WW17. In accordance with Idaho Code § 41-6104(8), the meeting was held in an open public forum and was streamed in audio format.

4. ROLL CALL

Mr. Erstad called roll and determined that the Chair, Mr. Erstad, Mr. Estess, Ms. Geyer-Sylvia, Ms. Henbest, Mr. Kreiling, Dr. Livingston, Representative Packer, Senator Rice, Representative Rusche (via teleconference), Mr. Self (via teleconference), Mr. Settles, Mr. Shores, Ms. Vauk, Mr. Veloz, Director Deal and Director Armstrong were present resulting in a quorum. Mr. Agenbroad was absent.

5. MEETING MINUTES REVIEW: JANUARY 2, 2014

Motion: Mr. Shores moved to approve the minutes from the January 2, 2014, meeting.

Second: Ms. Henbest.

The motion carried.

6. REVIEW OF AGENDA

The Chair suggested moving the operations report to be the second item on the agenda after the 2014 board actions roadmap to accommodate schedules. There were no objections to the change in the agenda.

7. BOARD ACTIONS ROADMAP

Ms. Dowd presented the board with a strategic outline of key board decisions for the upcoming year in the areas of finance, outreach and education, product/technology solution and operations/governance. Ms. Dowd will keep the document updated throughout the year for board reference.

Mr. Shores suggested that the training and recertification of agents and brokers for 2014 be added to the outreach and education section. The Chair also suggested adding the approval of the Outreach and Education Marketing Plan for the upcoming year to the roadmap.

8. OPERATIONS COMMITTEE REPORT

(a) Mission Statement

Mr. Settles presented a draft mission statement for Your Health Idaho developed by the Operations Committee. The draft statement for Your Health Idaho is "Maintain maximum control of Idaho's health insurance marketplace at minimal cost to its citizens." Mr. Settles discussed that the mission statement aims to address the critical focus of Your Health Idaho and serve as a statement of purpose for Idaho's state-based exchange.

Ms. Vauk and Ms. Henbest suggested including the word accessibility as part of the mission statement.

Motion: Representative Packer moved to accept the following mission statement for Your Health Idaho: “Maintain maximum control of Idaho’s health insurance marketplace at minimal cost to its citizens.”

Second: Mr. Shores

The motion carried.

(b) Governance Documents

Mr. Stoddard updated the board on the work of the Operations Committee, and he outlined several policy and procedure documents that the Operations Committee is in the process of reviewing and updating including:

- Public Records Policy
- Conflict of Interest Policy
- Organizational Roles and Responsibilities
- Committee Charters
- Governance Summary and Principles
- Plan of Operations
- Document Retention Policy

Dr. Livingston said that the committee has set a goal of February 1 to have the documents ready for board review and approval. The committee chairs should also expect a copy of their respective committee charters for review. The global charter will be available for full Board review.

9. OUTREACH & EDUCATION

(a) Enrollment

Ms. Olson announced that while official enrollment numbers through December have not been made available yet, through anecdotal conversations with health carriers, she has heard that roughly 20,000 Idahoans have enrolled in a plan on Your Health Idaho.

(b) Outreach & Education Efforts

Ms. Olson presented an update on Your Health Idaho’s outreach and education efforts to date. Ms. Olson is currently working on an outreach and education strategic roadmap for April-December 2014 that will be presented later this year.

Ms. Olson’s presentation outlined Your Health Idaho’s efforts in the areas of:

- Brand Management
- Website Development
 - With regards to website development Ms. Geyer-Sylvia asked how the current web team will interface with the back-end technology vendor once they are selected. Ms. Olson discussed the importance of working closely with the product committee, once a technology vendor is selected, to clearly define roles so that Your Health Idaho provides a seamless web experience to consumers.
- Paid advertising

- Earned Media
 - Ms. Geyer-Sylvia, the Chair and Mr. Kreiling agreed that it is important to find strategies to stay in the news and provide a continuity of media coverage. Board members suggested that one way to motivate consumers is to make Idahoans aware of the deadlines for enrollment.
- Social Media
- Enrollment Open House Events

(c) Outreach & Education Budget Update

To date, of the \$5.7 million budget ceiling for outreach and education spend through April 15, 2014, \$2.5 million has been spent or obligated through the end of December. Scope of work number 4 with outreach and education vendor Gallatin Public Affairs, is currently under review and is set to be signed before February 1, 2014.

(d) Stakeholder Outreach/Tribal Engagement Policy

As a state-based exchange, Your Health Idaho is required, under the Affordable Care Act, to establish a tribal engagement policy.

Mr. Gonzalez gave an overview of Your Health Idaho’s work with Idaho’s five federally recognized tribes: Kootenai, Coeur d’Alene, Nez Perce, Shoshone Paiute and Shoshone Bannock. Mr. Gonzalez also highlighted the key points of the Your Health Idaho draft Tribal Engagement Policy that was shared previously with the Board and the Outreach and Education Committee.

To date, Your Health Idaho has held meetings with all five tribes and identified marketplace points of contact within each group. The exchange has also drafted and shared tribal consultation policies and shared draft in person assistor agreements with each tribe.

Motion: Ms. Vauk moved to approve the Your Health Idaho Tribal Engagement Policy as presented to the Board.

Second: Mr. Estess.

Discussion: Ms. Dowd brought to the attention of the Board that on Page 8, Section X of the Your Health Idaho Tribal Engagement Policy, the effective date of the tribal engagement policy is still blank. Ms. Dowd discussed that the Board will need to revisit that section to establish an effective date once the Your Health Idaho annual plan of operations is approved.

The motion carried.

Motion: Ms. Vauk moved to approve entering into In-Person Assistor (IPA) contracts with Idaho’s five federally recognized tribes (Kootenai, Coeur d’Alene, Nez Perce, Shoshone Paiute and Shoshone Bannock) using \$200,000 of the \$1.7 million allocated for the Your Health Idaho In-Person Assistor program at the August 13, 2013 Board meeting. The contracts will be for calendar year 2014, with final dollar amounts to be approved by the Your Health Idaho executive director.

Second: Mr. Kreiling

10. PRODUCT/TECHNOLOGY

(a) Negotiation Support Services RFP

Ms. Dowd updated the board that after an evaluation of four respondents to the Negotiation Support Services RFP, Your Health Idaho identified two finalists. After further investigation, discussion, and reference checks, the product committee recommends Barrack Law Firm. Mr. Estess reiterated the contract negotiator will serve as a neutral third party that has the relevant experience to serve as a contract negotiation consultant to Your Health Idaho.

Motion: Ms. Geyer-Sylvia moved to proceed with executing a contract for purposes of providing legal services related to the procurement of IT services with Barrack Law Firm in an amount not to exceed \$40,000 plus expenses and to give the executive director signature authority to execute a contract with Barrack Law Firm as soon as possible.

Second: Mr. Veloz.

The motion carried.

(b) Security update

Ms. Dowd updated the board that she has heard no further information from the Idaho Attorney General on the letter from Representative Lynn Luker on the security of healthcare.gov.

Security remains a top priority for Your Health Idaho. The exchange continues to work with HHS and CCHIO on this issue and will continue to request further information from the federal marketplace on the security of healthcare.gov.

(c) Medicaid & CHIP Eligibility

Mr. Erstad raised the issue of Medicaid and CHIP eligibility for kids in families that are applying for coverage through Your Health Idaho on healthcare.gov. Director Armstrong discussed that there is a known issue with Medicaid and CHIP eligibility on the federal marketplace for Idaho. The Department of Health and Welfare has set up a SWOT team to address the issue manually and to keep track of the families that are running into the issue. The department plans to reach out to the families looking for coverage when the issue has been resolved.

11. AD HOC PERSONNEL COMMITTEE UPDATE

Ms. Henbest updated the Board on work of the Ad Hoc Personnel Committee and outlined the initial evaluation process that will take place for the executive director in early February to cover the period from May 2013-December 2013.

After the initial evaluation process of the executive director, Your Health Idaho staff will undergo a similar evaluation process. Following the initial evaluation process, the committee will look forward to 2014 to set expectations and objectives for the executive director for the coming year.

(a) Executive Director Job Description

The Ad Hoc Personnel Committee developed a job description for the executive director position with input from the executive director, the committee chairs, Director Deal, Director Armstrong and the Chair.

The job description outlines the general responsibilities and qualifications for the executive director position. Additionally, it also serves as a reference document for the Performance Management Process and Performance Management Tools that the committee has adopted.

(b) Executive Director Performance Management Process

The Ad Hoc Personnel Committee adopted a Performance Management Process to evaluate performance of and proactively provide feedback to the executive director in alignment with the expectations of the board and the needs of Your Health Idaho.

The Performance Management Process is a proactive, continuous performance management cycle that will occur yearly and contains four components:

- Establish Expectations
- Provide Coaching
- Measure Results
- Hold Accountable

(c) Performance Management Tool

The board was presented with an outline of the Performance Management Tool that will be used in the evaluation of the executive director. The tool contains four sections for measuring performance of the executive director:

- Section 1: Strategic Goals
- Section 2: Annual Objectives
- Section 3: Key Competencies
- Section 4: General Feedback and Areas of Development

The Ad Hoc Personnel Committee is currently in the process of finalizing the details of each section.

(d) Next Steps: Executive Director Initial Evaluation Process

Ms. Henbest outlined the next steps in the initial evaluation process of the executive director.

- Step 1: The Personnel Committee will finalize the Performance Evaluation Tool.
- Step 2: The Executive Director will be requested by the committee to complete a self-evaluation.
- Step 3: Board members will be invited to contribute feedback for any areas of the evaluation for which they have direct observation/experience.

- Step 4: Personnel Committee will review feedback received. Applicable content will be summarized and incorporated into the formal performance evaluation document.
- Step 5: Chairman Weeg and Committee Chair Henbest will review the Performance Evaluation with the executive director.

(e) 2014 Evaluation Process

Following the initial evaluation, the Ad Hoc Personnel Committee will commence work on the 2014 evaluation process:

- The Ad Hoc Personnel Committee will evaluate potential improvements for the 2014 Performance Management Process and tools.
- Committee Chairs will contribute input toward defining 2014 goals and objectives.
- A similar Performance Management Process will be implemented for YHI staff members.

(f) Look ahead for 2014: Next Steps

- **Strategic Planning:** The Board and executive director need to clearly define Your Health Idaho’s strategic direction and strategic plan.
- **Compensation Practices:** The Ad Hoc Personnel Committee will begin an initiative to review compensation practices to include evaluation of market analysis for Your Health Idaho positions. This initiative will require coordination with the Finance Committee as it completes responsibility for developing a personnel budget and related work.

12. LEGISLATIVE REPORT

By January 31, 2014, Your Health Idaho is obligated by the exchange’s enabling legislation to provide an annual report to the legislature. The Board was presented with the report earlier in the week.

Motion: Mr. Erstad moved to approve the submission of the Your Health Idaho annual report for 2013 to the legislature.

Second: Dr. Livingston.

The motion carried.

13. BOARD CONFIRMATION

Ms. Dowd reminded members of the Board that confirmation hearings will take place later this month with the Senate Commerce and Human Resource Committee chaired by Senator John Tippetts.

The committee chairman has informed Your Health Idaho that the hearings will take place on two dates, January 28, 2014 and January 30, 2014. Committee votes on confirmations will likely

take place after each individual's turn. After the hearings, the committee recommendations will go to the floor of the senate where the final vote will be taken.

14. FINANCE

(a) NASHP Dues

Ms. Dowd described the National Academy for State Health Policy (NASHP) State Exchange Health Leadership Network to the Board.

The organization is an affinity group for state-based, partnership and federally facilitated exchanges. The organization holds regular conference calls and meetings for executive directors and staff level personnel to address real-time operational issues. There is also an exclusive listserv for states to exchange information in a closed forum.

Dr. Livingston asked about the benefits of joining the organization.

Motion: Ms. Henbest moved that Your Health Idaho purchase a membership in NASHP as a sole source purchase, as defined by the Your Health Idaho Procurement Policy, in the amount of \$15,000, after a successful trial period.

Second: Mr. Erstad.

The motion carried. Dr. Livingston opposed.

15. EXECUTIVE SESSION

An Executive Session was not on the original agenda for the meeting and the Chair provided a good faith reason for adding the session. The Ad Hoc Product Committee had not met until the afternoon of Tuesday, January 7, after the agenda for the Board meeting had been posted. After the Committee meeting, it was determined that an Executive Session would be needed to give the Board an update on the progress of the procurement of a technology vendor and a PMO vendor.

Motion: The Chair moved that pursuant to Idaho Code Section 67-2345, the board convene in Executive Session to consider preliminary negotiations involving matters of trade or commerce in which this governing body is in competition with another governing body pursuant to Idaho Code 67-2345 (1) (e).

Executive Session Roll Call: Mr. Erstad called the Executive Session roll call and determined that Mr. Self (via teleconference), Mr. Kreiling, Ms. Geyer-Sylvia, Mr. Erstad, Mr. Shores, the Chair, Mr. Estess, Ms. Vauk, Mr. Veloz, Dr. Livingston, Ms. Henbest, Director Deal and Director Armstrong were present. Mr. Agenbraod, Mr. Settles, Senator Rice, Representative Packer and Representative Rusche were not present. The Executive Session began at 11:20 am.

The Executive Session ended at 11:55 am. During the Executive Session the board received an update on the procurement process for a technology vendor and a PMO vendor. The board took no final action nor made any final decisions while in Executive Session.

16. NEXT MEETING

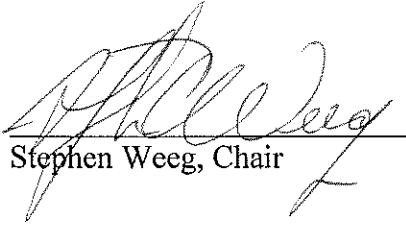
The Chair set the next Board meeting for Friday, February 7, 2014 at 8:30 am.

Dr. Livingston called for an Operations Committee meeting for Thursday, January 16 at 9:00 am at Hawley-Troxell.

17. ADJOURN

There being no further business before the Board, the Chair adjourned the meeting at 12:00 pm.

Signed and respectfully submitted,



Stephen Weeg, Chair