

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

**MARKETPLACE COMMITTEE
MINUTES
MARCH 19, 2014**

1. COMMITTEE MEMBERS PRESENT

- Mr. Mark Estess, Chair
- Mr. Fernando Veloz, Vice-Chair
- Director Dick Armstrong
- Mr. Tom Shores
- Ms. Zelda Geyer-Sylvia

2. OTHERS PRESENT

- Ms. Amy Dowd, Your Health Idaho
- Mr. Alberto Gonzalez, Your Health Idaho
- Ms. Cheryl Fulton, Your Health Idaho
- Mr. Jesse Lewin, Burson-Marsteller
- Mr. Christian Jones, Public Consulting Group (PCG)
- Mr. Doug Grapski, Public Consulting Group (PCG)
- Ms. Brie Gershick, Accenture
- Ms. Susannah Buckley-Green, Burson-Marsteller (via teleconference)

3. CALL TO ORDER

Following proper notice in accordance with Idaho Code § 67-2343, the Marketplace Committee meeting of the Idaho Health Insurance Exchange (Exchange) was called to order by Mr. Mark Estess, Chair of the committee (Chair), at 7:33am, Thursday, March 19, 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.

4. ROLL CALL

The Mr. Veloz took roll call and determined that the Chair, Mr. Veloz, Director Armstrong, Mr. Shores and Ms. Geyer-Sylvia were present, resulting in a quorum.

Representative Rusche was absent.

5. MEETING MINUTES REVIEW: March 6, 2014

Motion: Mr. Shores moved to approve the minutes from the March 6, 2014 meeting.

Second: Mr. Veloz.

The motion carried.

6. REVIEW OF AGENDA

There were no changes to the agenda.

7. CONSUMER SUPPORT CENTER RFP

(a) Potential CSC Models

The Committee reviewed the Consumer Support Center (CSC) RFP, as drafted by the YHI team. Mr. Gonzalez stated that Your Health Idaho (YHI) desires to create the leanest, most efficient and least expensive Consumer Support Center (CSC) across all state based exchanges. YHI has a unique operating model and seeks to create a unique CSC program to meet its needs. YHI is considering multiple CSC models ranging from an in house (YHI operated) option, an in house option with third party support during period of high contact, and a complete third party vendor solution. These models include flexible staffing arrangements and multiple pricing options based on the best fit to serve the needs of YHI. YHI has drafted an RFP to procure the vendors whose service offerings best align with YHI's needs and could provide additional flexibility around staffing and pricing models.

Ms. Geyer-Sylvia asked who Hawaii and New Mexico chose for their solution. Mr. Jones responded by verifying that Hawaii chose Maximus, which is a complete vendor solution, and New Mexico contracted staff thru Xerox.

Mr. Jones quickly reviewed in the composition of a CSC - telephony, CRM, people/staff and physical space for CSC. He said PCG realizes that YHI may choose to use an in-house solution. PCG has written the RFP so that there are two options for response to including a Complete Vendor Solution and a Blended Solution. The Complete Vendor Solution includes all the elements of a CSC described previously. The Blended Solution YHI would feature 10-15 permanent staff year round and then during open enrollment or higher volume times, a vendor would supply additional staffing.

Mr. Jones introduced Mr. Doug Moller from PCG who reviewed the cost proposals. The proposals require potential vendors to price out these two solutions. The Labor and Delivery Model provides for cost assumptions, like anticipated personnel and the Utilization Model which takes into account time of minutes and is based on number of calls.

There was some discussion about how YHI projects the time and required personnel for different times throughout the year. Mr. Gonzalez clarified that the reason the projected call times are so low is because in YHI's model is to primarily refer callers to agents and brokers.

Director Armstrong stated that the quality varies in vendor-run call centers and the reputation of these vendors has been tarnished by the federal marketplace. Ms. Geyer-Sylvia wants to see a performance guarantee as part of the RFP.

Ms. Gershick said Hawaii is struggling with significant challenges given their technical issues, and that a full vendor solution might not be sustainable with the number of enrollees it has received to date. Hawaii currently has a 5 Year/\$12M contract.

(b) CSC Components

Mr. Jones further described the non-technical requirements of the RFP. The CSC will provide a host of services beyond answering a call including: account changes and updates, case updates and verification, email and mail processing, and self-service web portal support.

Mr. Jones reviewed vendors that YHI will target with the RFP will go out to which includes companies with an Idaho presence including Proxi, Centurylink, Maximus and those that have a national presence with HIX experience including Xerox, Dell Marketing, Connexions and more.

Director Armstrong noted that a blended model is the only way to keep our costs in line.

Mr. Gonzalez reminded the Committee that YHI is still getting some revisions from the legal team to cover necessary topics around liability and even content, and these will be completed soon.

8. EXECUTIVE SESSION

Motion: Mr. Veloz moved to enter into 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 section 67- 2345(1)(e).

Second: Mr. Shores.

Executive Session Roll Call: Mr. Veloz called the Executive Session roll call and determined that the Chair, Mr. Veloz, Mr. Shores, and Ms. Geyer-Sylvia were present. Representative Rusche was absent. The Committee entered Executive Session at 8:10am MST.

The Executive Session ended at 9:27am and the Committee took no action nor made any decisions while in Executive Session.

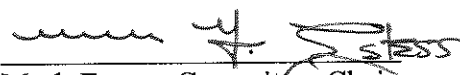
15. NEXT MEETING

The Committee decided that the next Marketplace meeting will be Wednesday, April 9 at 7:30am followed by a second meeting on Wednesday, April 16 at 7:30am to keep with the bi-monthly meeting cycle.

11. ADJOURN

The Chair adjourned the meeting at 9:37am.

Signed and respectfully submitted,


Mark Estess, Committee Chair