

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

**OUTREACH & EDUCATION COMMITTEE
MINUTES
MARCH 27, 2014**

1. COMMITTEE MEMBERS PRESENT

- Ms. Karen Vauk, Chair
- Representative Kelley Packer, Vice Chair (via teleconference)
- Ms. Margaret Henbest
- Mr. Tom Shores (via teleconference)

2. OTHERS PRESENT

- Ms. Jody Olson, Your Health Idaho
- Mr. Pat Kelly, Your Health Idaho
- Ms. Cheryl Fulton, Your Health Idaho
- Mr. John Kotek, Gallatin Public Affairs
- Ms. Ysabel Bilbao, Gallatin Public Affairs

3. CALL TO ORDER

Following proper notice in accordance with Idaho Code § 67-2343, the Outreach & Education Committee meeting of the Idaho Health Insurance Exchange (Exchange) was called to order by Ms. Karen Vauk, Chair of the Committee (Chair), at 4:03pm, Thursday, March 27, 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 Chair took roll call and determined that the Chair, Ms. Henbest, Representative Packer (via teleconference), and Mr. Shores (via teleconference) were present, resulting in a quorum.

Director Deal, Mr. Self and Mr. Estess were absent.

5. MEETING MINUTES REVIEW: JANUARY 28, 2014

Motion: Ms. Henbest moved to approve the minutes from the January 28, 2014 meeting as presented.

Second: Representative Packer.

The motion carried.

6. REVIEW OF AGENDA

There were no proposed changes to the agenda.

7. REVIEW OF EVENT PARTICIPATION AGREEMENT

Ms. Olson reviewed a revised version of the Event Participation Agreement, which has been fully approved by the attorneys. This document will be used to formalize our agreements with organizations that Your Health Idaho partners with for events. The Committee had no comments and agreed with the revisions as presented.

8. O & E COMMITTEE ROADMAP

Ms. Olson presented the updated O&E Roadmap which highlights the Committee actions and flows up to the Board approvals. All Committee actions will be review and recommend to the Board and the Board will then approve the recommendations of the Committee. The Roadmap works best from quarter to quarter and provides insight to future quarters, which enables the Committees to manage budgets more appropriately.

The Chair commented on the advantages of using this quarterly process. She noted that particularly in this coming year there will be some unexpected changes while YHI builds its own technology platform. In addition, providing the quarterly update to the Board will provide more information and more accountability to the full Board.

Ms. Olson went over the monthly/quarterly milestones and reminded the Committee that these items are flexible and can be changed based on need. Ms. Olson explained that this is a living document, and she asked that if the Committee members have anything to add to the Roadmap to let her know. She said that the Committee will review this Roadmap at every meeting.

9. SCOPE OF WORK #5 REVIEW

Ms. Olson and Mr. Kotek reviewed the Scope of Work #5 budget and noted that the slide had been updated from what went out prior to the meeting. Currently, YHI is trying to budget to some unknowns including what is going to happen with the technology build and how the technology will be integrated with the existing Your Health Idaho website. After JAD and JAR sessions are completed, there will be a better understanding of what will need to be budgeted to over the next 12 months, which will result in budget adjustments.

(a) Contract Overview

Mr. Kotek began by reminding the Committee who the team members are (Gallatin Public Affairs, GSSG, Burson-Marsteller and Proof) and what the scope of work includes from Project Strategy all the way through Social and Digital Media.

Ms. Olson reminded the Committee that Gallatin Public Affairs, as the lead contractor, is now in the process of looking at Idaho-based firms to provide creative services to the team.

(b) Contract Status

Mr. Kotek continued with contract status. Since contract approval in July 2013, SOW #1 - #4 have been completed with spend-to-date coming in below the original estimates as noted below.

- Contract approved by Board at July 5, 2103 meeting
- SOW #1 7/5/2013 – 8/16/2013 - General PR, Website development - \$200,000

- Budget of up to \$5.7 mil from 8/17/13 through 4/15/14 approved by Board at 8/13/13 meeting
 - SOW #2 8/17/2013 – 10/31/2013: estimate \$1,987,680, total outlay \$1,693,481.57
 - SOW #3 11/1/2013 – 1/31/2014: estimate \$1,791,030, total outlay \$1,352,622.95
 - SOW #4 2/1/2014 – 4/15/2014: estimate \$2,103,000, spent to-date \$1,213,909.12

Mr. Kotek continued by sharing an example in the Power County Press stating that YHI's main media push has been focused on larger population areas of the state. He said smaller communities need information too, so the ad in the Power County Press is a low cost way to reach out to underserved communities.

Ms. Olson shared the results from the enrollment events last week. There were 170 people in Boise and 81 enrolled, 176 people attended in Nampa and 118 enrolled, 60 in Coeur d'Alene attended and 9 enrolled. Previously, 160 people attended an event in Idaho Falls.

Ms. Olson reminded the Committee that the deadline for open enrollment is March 31, but if consumers are online and in the process, the door will not be shut on them if they have started the process and are in the cue online. The cutoff time is 10:00pm in southern Idaho, and 9:00pm up north for communities on Pacific Standard Time (cutoff is midnight east coast time.)

Representative Packer asked if YHI's digital assets are promoting the special enrollment period for those stuck in line completing their applications. Ms. Bilbao confirmed that they have been added to both Facebook and the website.

(c) Proposed SOW #5 Focus

Mr. Kotek said during the month of April, outreach and education activities will continue. Additionally, the team will look at results from the first open enrollment period, and also look at opportunities during the special enrollment period. On April 10th Mr. Randy Gardner is planning to bring together In-Person Assistants, agents, brokers and the outreach and education team to determine the most effective strategies from this open enrollment and to glean lessons learned to inform the next open enrollment.

Ms. Olson added that when open enrollment ends, there will be 4-6 weeks of heavy media interest on what the numbers were: how many people enrolled, how many people paid and how many people selected a plan, but did not effectuate.

Mr. Kotek added that post enrollment research will include reaching out to people around the state and asking how they heard about YHI, how their enrollment went, what messages reached them, what ads - radio, social media, website, ads, television, etc. - stuck with them or moved them to take action. He added that other things in the next SOW include planning and preparing for the next open enrollment period including plans for establishing YHI presence at fairs, rodeos and major events around the states in the spring and summer months.

Ms. Olson said that YHI is also shifting focus to the ongoing special enrollment. Messaging and outreach needs to continue throughout the year so YHI won't go completely dark. Outreach will be targeted to the population that qualifies for the special enrollment period due to a life changing event.

Mr. Kotek added that one of the outreach tasks to focus on will be to reach people with qualifying life events, small businesses and candidates for testimonials. This will be challenging, but only a few testimonials that people can identify with will be needed. Mr. Kotek said the digital assets will continue to be maintained and there will be very little paid advertising during this period. Finally, he said there is also the operations and policy support piece.

Mr. Shores asked if YHI had received any feedback on the television specials. Ms. Bilbao responded that the PBS special received good feedback. She said as soon as Director Armstrong did his introduction stating that this was not a political event, the phones started ringing and there continued to be a large number of call-ins throughout the show. She added that this was anticipated to be a Boise audience, however calls were coming in from all over the state. Also, the University of Idaho (sponsor) was happy and would like to be involved if YHI does this again.

(d) Proposed SOW #5 Budget

Mr. Kotek presented the SOW #5 budget and said the elements are similar to past SOWs. Ms. Olson said Policy and Operations support is a new line on the budget. She continued by saying that with a vacancy in the policy analyst position, support from Burson-Marsteller has been expanded for a short period of time to fill the gap with policy work, assisting with the JAR and JAD sessions. The estimated Budget total for SOW #5 is \$406,300.

Mr. Kotek discussed market research stating that it was included in SOW #4, but will be implemented in April which accounts for the zero dollar line item on the budget. Website management will be the same as usual and paid media will be smaller. The final budget for integrating the front-end of the Your Health Idaho website with the back-end technology solution will be completed following the completion of the JAR and JAD sessions. The community outreach piece will pick up in the spring and summer and include outreach to the tribes and to those with qualifying life events.

The Chair said it is important to remember there is quite a bit of work to do with the tribes so some focused outreach will happen. What is not as clear is support for the small business community and what needs to be done there.

Ms. Olson said that the best way to reach out to small business is being discussed with agents and brokers, and there will be an educational component to outreach to small businesses that will be available throughout the year.

Mr. Shores discussed the efforts the brokers were undertaking to determine if their clients are eligible for the tax credit.

(e) Strategic Planning for Open Enrollment and Projected Budget

Mr. Kotek presented an overview of the next 12 months. There will be a strategic reset, then as the next open enrollment nears, a shift to raising awareness of the Exchange again. This will be an educational period where YHI prepares the public for the open enrollment period which is now scheduled for November 15, 2014 through February 15 of 2015, and then it will be time again for a wrap-up period.

The Chair pointed out the importance of the note at the bottom of the slide that referred to some numbers as an “estimate for transition of the front-end site to Idaho technology platform; exact figure dependent on results of JAR and JAD sessions.”

Mr. Kotek responded that it has yet to be determined what that transition will look like as YHI is currently engaged in these discussions.

Mr. Kelly stated that he understands budgeting for the unknown, but asked that the budget be carried through June and to look into 2016, considering YHI's long term sustainability. Mr. Kelly encouraged creating a roadmap to transition to a lower spending number for outreach and education of ~\$500,000-\$600,000/annually following the 2015 open enrollment.

The Chair said it would be helpful to identify the ongoing responsibilities and expenses of YHI within outreach and education, and to determine when YHI can shift to engage the agents, brokers and community partners in promoting the outreach.

Representative Packer thinks that long range, YHI needs to have a clear cut reason for presenting these numbers. When Scope of Work #5 goes to the Board for approval on April 18, it's important to remind them that technically YHI is still in a start-up phase and the reason the budgets are in this range is because YHI still has work to do to educate the population and launch an Idaho technology platform.

Mr. Shores said he was at one of the JAD sessions where they talked about the re-enrollment for this coming year and that will be a key topic for education.

Ms. Olson said that education on re-enrollment is important, and each quarter the O&E committee and Board will review the vendor budget for the next quarter. Through this process, YHI will continuously be evaluating where they are going and what they are doing so they can look for efficiencies.

Motion: Ms. Henbest moved to take the Scope of Work #5 budget forward as a recommendation to the Board for approval.

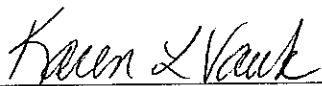
Second: Ms. Packer.

The motion carried.

10. ADJOURN

There being no further business before the committee, the Chair adjourned the meeting at 4:55pm.

Signed and respectfully submitted,


Karen Vauk, Committee Chair