

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

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

1. COMMITTEE MEMBERS PRESENT

- Ms. Karen Vauk, Chair
- Representative Kelly Packer, Vice Chair (via teleconference)
- Ms. Margaret Henbest (via teleconference)
- Mr. Dave Self

2. OTHERS PRESENT

- Ms. Jody Olson, Your Health Idaho
- Ms. Cheryl Fulton, Your Health Idaho
- Mr. Jesse Lewin, Burson-Marsteller
- Mr. John Kotek, Gallatin Public Affairs
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Ms. Delfina Krakau, Gallatin Public Affairs
- Mr. Randy Gardner, Gallatin Public Affairs
- Mr. Brooks Kochvar, GS Strategies
- Ms. Susan Becker, Drake Cooper

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 4:02 pm, Tuesday, May 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

Ms. Vauk called the roll and determined that Representative Packer (via teleconference), Ms. Henbest (via teleconference), and Mr. Self were present resulting in a quorum.

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

5. APPROVAL OF PRIOR MINUTES: April 24, 2014

Motion: Ms. Henbest moved to approve the meeting minutes from the April 24, 2014 meeting as presented.

Second: Mr. Self.

The motion carried.

6. REVIEW OF AGENDA

There were no changes to the agenda.

7. O&E COMMITTEE ROADMAP

Ms. Olson reviewed the roadmap and the upcoming Committee actions included on the roadmap.

8. SOW#5 UPDATE

(a) SOW #5 Activity

YHI is still in the process of reviewing the lessons learned from the 2014 open enrollment period and following up on those items.

(b) O&E Budget for FY 2015

Ms. Olson reviewed the budget and questioned whether or not it is too tight and enough to cover what needs to be accomplished. Ms. Olson said they are the same numbers that were presented at the last O&E Committee meeting. She said this budget has been reviewed by Mr. Kelly and he will present the lower number, without the contingency, to the Finance Committee pending approval today.

(c) Renewal Process

Ms. Olson informed the Committee that there will likely be a meeting in June for the agents and brokers as they will play a vital role in the renewal strategy. There is education that needs to take place in order to bring the agents and brokers up to speed.

The Committee discussed the importance of the renewal process, training the agents and brokers on the renewal process and communicating with Idahoans about the process. The Committee members agreed that it would be important to make sure that efforts are not being duplicated between YHI and the carriers. Mr. Self said the motivation for the carriers will be to keep customers on a plan and there will be outreach through the carriers to educate the customers. It was agreed that YHI might be able to simplify the message, save money on advertising and go after the crowd that is not yet engaged instead. Representative Packer agreed, but reminded the Committee that YHI may need to educate consumers of the importance of reporting any changes to their income or household status to YHI to ensure an accurate eligibility determination for a tax credit. Ms. Olson said those conversations are already happening at the renewal strategy workgroup comprised of carriers, agents and brokers, DHW and DOI.

Motion: Mr. Self moved to recommend the FY15 global budget as presented to the Finance Committee for approval and inclusion in the FY 15 budget.

Second: Ms. Henbest.

The motion carried.

9. SPECIAL ENROLLMENT PERIOD

Direct outreach efforts are ongoing and include distribution of special enrollment flyers and participation in events such as the upcoming Coldwater Creek benefits fair in Sandpoint. YHI has sent out over 13,000 flyers to a variety of organizations to try to get the information about Special Enrollment out to their constituencies. YHI has reached out to the postal service, colleges and universities, and the Bureau of Vital Records and Health Statistics to see if YHI can partner with them in getting information out to people who are moving, have just given birth or lost a loved one.

Ms. Olson said out of the strategic planning session, YHI has organized a team to investigate options for refining and communicating with people who might be confused about special enrollment and are looking at a variety of ways to work with agents, brokers and IPAs.

10. EXECUTIVE SESSION

Motion: The Chair moved to enter into Executive Session pursuant to Idaho Code Section 67-2435, to consider documents that are exempt from disclosure under YHI's public records policy and Idaho's public records act pursuant to Idaho Code 67-2435 (d).

Second: Ms. Henbest.

Executive Session Roll Call: The Chair called the Executive Session roll call and determined that Representative Kelly Packer (via teleconference), Ms. Margaret Henbest (via teleconference) and Mr. Dave Self were present. The Committee entered Executive Session at 4:36 pm.

The Executive Session ended at 5:28 pm. The Committee took no final action nor made any final decisions while in Executive Session.

11. NEXT MEETING

The next meeting of the Outreach and Education Committee will be held on June 11, 2014 at 8:00-9:00 am.

12. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting at 5:31 pm.

Signed and respectfully submitted,


Karen Vauk, Committee Chair