

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

**OUTREACH & EDUCATION COMMITTEE
MINUTES
JUNE 11, 2014**

1. COMMITTEE MEMBERS PRESENT

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

2. OTHERS PRESENT

- Ms. Amy Dowd, Your Health Idaho
- Ms. Jody Olson, Your Health Idaho
- Ms. Cheryl Fulton, Your Health Idaho
- Mr. Trent Cummins, Your Health Idaho
- Mr. Jesse Lewin, Burson-Marsteller
- Ms. Susannah Buckley-Green, Burson-Marsteller
- Ms. LeAnn Bollinger, Burson-Marsteller (via teleconference)
- Mr. John Kotek, Gallatin Public Affairs
- Ms. Natalie Podgorski, Gallatin Public Affairs
- Mr. Randy Gardner, Gallatin Public Affairs (via teleconference)
- Ms. Sara Chase, 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 8:00am, Wednesday, June 11, 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

Chair Vauk called the roll and determined that Mr. Shores and Mr. Self (via teleconference) were present. The Committee did not have a quorum.

Ms. Henbest arrived at 8:07 am resulting in a quorum. Rep. Packer joined by teleconference at 8:21am.

Mr. Estess and Director Deal were absent.

5. APPROVAL OF PRIOR MEETING MINUTES

There were no prior meeting minutes ready for approval.

6. REVIEW OF AGENDA

There were no changes to the agenda.

7. O&E COMMITTEE ROADMAP

Ms. Olson reviewed the upcoming Committee actions on the roadmap. There was one Committee action, regarding the front-end website integration, which has been moved from July to June and will be reviewed by the Committee at this meeting.

8. SOW #6 REVIEW

(a) SOW #5 Status Update

Ms. Olson reviewed the status on SOW #5 and stated that out of the \$406,000 budget that was approved for this SOW, only \$234,000 has been invoiced to date. Ms. Olson mentioned that as YHI nears the end of the SOW #5, close to, if not all of, the entire budgeted amount will be invoiced.

(b) Special Enrollment Period Outreach

Ms. Olson reviewed the Special Enrollment Period outreach and the progress that has been made in that area including upcoming Special Enrollment Events and statewide flyer distribution activities. YHI is working with the Tribal Council on Indian Affairs and will be hosting Tribal Enrollment Events during this Special Enrollment Period. Mr. Gardner, via teleconference, said that the team continues to reach out and partner with the IPA and agent/broker community to organize events and distribute educational materials. Special Enrollment Outreach has continued with over 14,000 flyers being distributed at events and sent out to clinics and health centers across the state. Ms. Buckley Green will circulate the most recent Special Enrollment circumstances including the COBRA Special Enrollment, further clarification on the complex pieces and also qualifying life events. Mr. Lewin mentioned that the term "COBRA" has been added to search engine marketing to direct people to YHI.

(c) SOW #6: July 1 – September 30, 2014

The budget has been updated from \$874,000 to \$903,900 for SOW #6. Regarding policy analysis and operations planning and support, YHI has identified a gap in reporting to CMS. YHI hasn't had the bandwidth to ensure an effective integration strategy working with CMS and integrating that with the reporting to the Board. The CMS requirements have significantly altered what YHI has been doing up until now, however there is a defined solution to address this gap.

Regarding Marketing Research, Ms. Olson will be having conversations with Kaiser and some other organizations that can assist the team in developing a customer database.

Mr. Shores wants to be sure that requests from legislators will be addressed and the communication process streamlined. Ms. Olson mentioned that YHI will have many opportunities to address questions posed by our elected officials both on the State and Federal levels. The Chair suggested to Ms. Dowd that she and other YHI staff meet with Idaho's State Representatives in Washington, D.C. when they visit and that it would be a good idea to keep the Representatives' staff informed about YHI activities.

Ms. Olson addressed coordinating YHI's Noticing Communication Plan. She clarified that this plan revolves around the communications coordination and strategies for what has to be done and the people that are involved in getting messaging out to the consumer. The carrier meeting on June 23rd has been expanded to include all components of the plan and the consumer renewal overview. The goal is to have a solid communication framework in place by June 30. Mr. Shores expressed concern of sending too many notices to consumers. Ms. Olson has been tasked with consolidating the notices into a universal YHI piece and a universal New to YHI piece. As YHI and their vendors create this framework and stagger these announcements, it is important that the YHI call center and consumer connectors are aware of the content that is being sent to the consumers. Ms. Dowd discussed the complexity surrounding the renewal strategy.

(d) Website Management & Transition

Ms. Olson informed the Committee that YHI has been working with GetInsured and Accenture on the website transition and determining the points of integration between the front end and back end. Ms. Bollinger discussed the update of the front end of the YHI website which will improve Exchange operations and the consumer experience. The purpose of the front end YHI site is to include an Exchange Operations Section which will include information about the application and enrollment process and partners and Board sections which will be reorganized for easier access to desired information. The Spanish language section will become more robust, with more pages and a calendar of events available in Spanish. The Language Line will be available to assist speakers of other languages when they utilize the call center. Regarding analytics and reporting, Burson-Marsteller is working on a single reporting solution. BM will continue providing weekly reports, and will be adding custom events on the front end to track the path that users are taking to get to the back end of the platform. Ms. Olson also mentioned that a section will be added for our Tribal partners so as to fully engage the Tribal community. The tax credit calculator and the consumer connector locator will also be updated.

(e) Paid Media, Social Media and Earned Media

Drake Cooper will be working with Gallatin to develop the overall YHI marketing plan. As this is an election year, marketing rates are going to increase while inventory decreases, therefore it is recommended that YHI pre-purchase the available paid advertisement spots during SOW #6. This does not affect the annual budget, but it does push up the scope of work. Ms. Henbest inquired whether the YHI message will be diluted with the high content of election advertising. Mr. Kotek mentioned that the Drake Cooper is working on a plan now to determine the most effective marketing and advertising plan surrounding the elections.

(f) Budget Piece

Ms. Olson reviewed the budget and reminded the Committee that the paid media budget of \$400K is not included in the SOW #6 budget. It has been determined that an additional \$70K for vendor support will also be needed on SOW #6. Ms. Henbest suggests rolling the \$400K from SOW #7 to SOW #6 and adding \$70K to SOW #6, which will be a one-time expense during SOW #6, and then re-evaluated for permanency after that time. Mr. Self mentioned that the Finance Committee should draft a ProForma that clearly articulates the need for the additional monthly vendor expense to present to the Board for approval.

Motion: Ms. Henbest moved that the Outreach and Education Committee recommend SOW #6, include the additional \$69,100 for Policy, Operations and Integration, pending the Finance Committee review and approval, shift \$400,000 for the Paid Media advertising line from the budget for SOW #7 to SOW #6 and to send SOW #6 to the Board for approval at the next Board Meeting.

Second: Mr. Shores.

The motion carried.

9. TRAINING UPDATE

The training overview update was moved to the next meeting. Mr. Shores asked whether the agents will have to recertify for the federal marketplace this year as their current certification expires in September. Ms. Buckley-Green said that YHI hopes for a temporary extension to extend certification through the end of the year. She will make this an action item and report back to the Committee at the next meeting.

10. CMS OVERSIGHT

Ms. Olson referred the group to the presentation slides which provide additional detail.

11. NEXT MEETING

The Committee suggested that the next meeting scheduled for the first of July. Ms. Fulton will email a poll.

12. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting at 9:09 am.

Signed and respectfully submitted,


Karen Vauk, Committee Chair