

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

**OUTREACH & EDUCATION COMMITTEE
MINUTES**

MONDAY, JUNE 13, 2016

1. COMMITTEE MEMBERS PRESENT

- Mr. Jerry Edgington
- Mr. Tom Shores
- Ms. Margaret Henbest
- Dr. John Livingston
- Rep. Kelley Packer (via teleconference)
- Ms. Karen Vauk
- Director Dean Cameron

2. OTHERS PRESENT

- Ms. Jody Olson, Your Health Idaho
- Mr. Pat Kelly, Your Health Idaho
- Ms. Cheryl Fulton, Your Health Idaho
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Mr. Brooks Kochvar, GS Strategies
- Ms. Moriah Nelson, Idaho Primary Care Association

3. CALL TO ORDER

Following proper notice in accordance with Idaho Code § 74-204, the Outreach & Education Committee meeting of the Idaho Health Insurance Exchange (Exchange) was called to order by Mr. Jerry Edgington, Chair of the Committee (Chair), at 4:05 p.m., Monday, June 13, 2016, 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 called the roll and determined that Rep. Packer (via teleconference), Mr. Shores, Ms. Henbest, Dr. Livingston, Ms. Vauk and Director Cameron were present resulting in a quorum.

5. APPROVAL OF PRIOR MINUTES

Motion: Dr. Livingston moved to approve the minutes from the March 21, 2016, Outreach & Education Committee meeting.

Second: Mr. Shores.

The motion carried.

6. O&E ROADMAP REVIEW

The Chair reviewed the roadmap and noted that there are two items today that require attention including SOW #14 and the Enrollment Entity RFA discussion.

7. REVIEW OF AGENDA

Motion: Ms. Henbest moved to adjust the agenda and move the Executive Session from the end of the meeting to the beginning of the meeting.

Second: Dr. Livingston.

The motion carried.

8. EXECUTIVE SESSION

Motion: The Chair moved that the Committee enter into Executive Session pursuant to Idaho Code Section 74-206 (1) to consider records that are exempt from disclosure as trade secrets under YHI's public records policy and Idaho's public records act pursuant to Idaho Code Section § 74-206 (1)(d).

Executive Session Roll Call: The Chair called roll and determined that Mr. Shores, Ms. Henbest, Dr. Livingston, Rep. Packer (via teleconference), Ms. Vauk were present, resulting in a quorum.

The Committee entered into Executive Session at 4:09 p.m. and reconvened at 4:49 p.m. No final action or decisions were made while in Executive Session.

9. RFP AWARDS

Ms. Olson said the RFP team reviewed the submissions for Print Notice and Creative Vendors and awarded contracts to Drake Cooper for Creative Services and The Masters Touch for the Print Noticing. These are the same vendors YHI worked with last year, they understand the exchange, and they understand YHI's needs, ensuring continuity of services going forward.

Mr. Shores asked about the cost associated with these contracts. Ms. Olson said the contract with Drake Cooper for Creative Services is not to exceed \$499k and then The Masters Touch for Print Noticing is not to exceed \$284k. The advertising makes up about 70% of the contract and notices are down, mostly due to technology improvements in noticing.

10. CONTRACT DISCUSSION

Ms. Olson said going into OE 2017, Your Health Idaho continues to enhance its training program to build upon the foundation that was developed last year. YHI has used the services of Randy Gardner, d.b.a Wind Rivers, as a subcontractor to Gallatin Public Affairs since the first open enrollment. As part of YHI's path to sustainability, oversight of Mr. Gardner's activities

needs to be transferred to YHI. His duties would include agent training and support, participation in YHI training development and enhancements, and enrollment support for agents.

Ms. Olson said Mr. Gardner is uniquely positioned to continue in a contract capacity with YHI. He is an eastern Idaho native who understands Idahoans' attitudes regarding the ACA. He has worked as an Insurance agent in the state and understands how the ACA has impacted agents' business model. He has successfully worked with YHI during the past three years and understands how to efficiently use the exchange. He has developed productive relationships with YHI certified agents and brokers across the state. And he understands the YHI technology and how to work around the limitations it has.

Ms. Olson is asking the Committee for an exception to the procurement policy as allowed in 4 (c) in relation to the "other services" that Mr. Gardner can provide that make him uniquely qualified. Ms. Olson said the proposed contract with Wind Rivers would run from July 1, 2016, through June 30, 2017, and not exceed \$150,000. This amount is included in the FY 2017 approved budget.

Ms. Vauk asked if we would be hiring Randy, or his business. Ms. Olson said he and his wife Carrie, work together. Ms. Vauk asked why YHI wouldn't do a direct hire. Ms. Olson said Mr. Gardner prefers to work as an independent contractor as he resides in Eastern Idaho and he prefers the flexibility that being a contract provides. Ms. Vauk asked if YHI has looked for other vendors that might be able to fill this slot. Mr. Kelly said we could look at a direct hire, but the skill set that Mr. Gardner brings would be lost, which is the reason for asking for the exception.

Dr. Livingston said his instincts are to not make it a practice to make an exception to the procurement policy. He asked about the original relationship with Wind Rivers and made the correct assumption that Wind Rivers was contracted through Gallatin Public Affairs as a sub-contractor. So YHI has never previously been contracted directly with Wind Rivers. Chair Edgington said this would change YHI's relationship with Wind Rivers from a sub-contractor to a contractor.

Ms. Henbest asked if this is a one-year contract, is this position going to disappear after a year or will it be ongoing with YHI. Ms. Olson said she sees the path that these activities will be brought in-house eventually. But for now, YHI hopes to maintain the continuity by using Mr. Gardner for these services.

Director Cameron said he thinks the Committee should be hesitant and cautious. It is very easy to think you are doing all the right things, but if we aren't documenting and going through the correct process, it can come back to bite us. It should be a rare exception to ask for an exception to the procurement policy. The Director suggests YHI release an RFP in order to get Randy on board as he will likely be the best candidate anyhow. But it would be wiser to go through the process which would result in YHI being protected.

The Chair asked what would happen if this isn't voted on today. Mr. Kelly said YHI could extend the current contract with Gallatin Public Affairs for 30-60 additional days.

Motion: Ms. Henbest moved that the Outreach and Education Committee recommend to the Board approval of an RFP for Agent Training and Support Services for a contract not to exceed

what was in the approved FY17 budget with an effective date of September 1, 2016, ending at the end of the fiscal year 2017.

Second: Dr. Livingston.

The motion carried.

Motion: Mr. Shores moved to extend the contract with Mr. Gardner through Gallatin Public Affairs for up to 60 days in an amount consistent with the current budget.

Second: Ms. Henbest.

The motion carried.

11. SOW #14

Ms. Olson said Gallatin Public Affairs (GPA) will continue working with YHI and GS Strategy will remain on as a subcontractor providing Market Research Services. SOW #14 is greatly reduced in scope since direct oversight of Drake Cooper and the Masters Touch has now been established under Jody Olson, and communication activities have been brought in house. GPA continues to provide strategic counsel on content and messaging, legislative education services, issue tracking in Idaho, and support following state and federal policy developments. GS Strategy continues to provide market research activities and analysis of material for support of messaging and outreach activities.

Motion: Ms. Henbest moved that the Outreach and Education Committee recommend to the Board approval of SOW #14 in an amount not to exceed \$21,000 plus the cost of the fore mentioned motion for the Agent Training and Support Services extension which is included in FY17 approved budget.

Second: Dr. Livingston.

The motion carried.

12. ENROLLMENT ENTITY

Ms. Olson said YHI will release its Request for Applications for Enrollment Entity services in June in order to have contracts in place before October 1, 2016. Enrollment Entity Contracts run from October 1, 2016, through September 30, 2017. The budget for Enrollment Entity Contracts will not exceed \$314,400, which includes both In-Person-Assistors and Navigators. This amount is included in the approved FY17 budget and remains flat year over year.

Ms. Olson shared the timeline which included release of the RFA after Board approval on June 24, 2016, RFA questions submitted to YHI on July 1, 2016, and responses posted on July 8, 2016. Applications are to be submitted no later than July 15, 2016, targeted date for letter of intent to award on July 29, 2016, and the award date pending final Board approval in mid-August.

Due to timing of Committee and Board meetings it is recommended that the Outreach and Education Committee request the Board's approval to allow an RFA review team to evaluate applications and determine awards and contracts pending final Board approval in September.

Mr. Shores asked if there was a way to measure the number of effectuated enrollments that came through the in-person-assistors and navigators. Ms. Olson said YHI has monthly reporting, but YHI has focused on where they come from, how many people the Navigators and assisters talked to, etc., and not on the number of effectuated enrollments.

Dr. Livingston asked if there is a way to know how many were referred through DHW for Medicaid. Ms. Olson said she believes there is but will need to check and follow up with those numbers.

Ms. Henbest disclosed that she sits on the Board at Jannus, Inc., and since in the past they have received some of these funds for services, and in the interest of a potential conflict, she noted she will not participate in the vote.

Motion: Ms. Vauk moved that the Outreach & Education Committee recommend to the Board the release of the Enrollment Entity RFA and request the Board authorize the RFA Review Team to select the enrollment entities and authorize the Executive Director or the O&E Committee Chair to execute the Enrollment Entity contracts at an amount not to exceed \$314,000, collectively. This amount falls within the FY17 approved budget.

Second: Dr. Livingston.

The motion carried.

13. OE 2017 PLANNING

Ms. Olson let the committee know that they do have planning underway for the next Open Enrollment, with outreach activities targeted to the harder to reach audience including the Young Invincible population and the unsure uninsured. A Super Sign-up Saturday will also be planned, along with Faith Based outreach. The messaging strategy activities will be in July, advertising planning in July and August, and renewal noticing meetings with stakeholders (DHW, DOI, YHI and the carriers) in June and July. Renewal and redetermination consumer outreach planning will start happening, as will a front end website review and refresh. And finally the training timeline and objectives will be distributed.

Mr. Shores suggested a couple of items including some training focused on non-financial applicants as a way to increase total numbers and said it would be helpful for people that are not attorneys to review the noticing because they are confusing and people don't understand them.

14. AGENT TRAINING

Ms. Olson said YHI has reworked the trainings and will be offering multiple in-person trainings this year. In person trainings have been shortened to 90 minutes to allow multiple opportunities each day for agents to attend without a full-day commitment and Lewiston has been added to the schedule to expand attendance opportunities for agents. The training calendar has already been

sent to agents for planning purposes and the trainings will be videotaped so that agents and brokers who cannot attend a live training, can go back and view them.

Ms. Olson said YHI found that agents who attended in-person training last year had greater success using the system. As a result, YHI is now requiring mandatory participation at a minimum of two live trainings for certification. If an agent cannot physically attend a training, they will be required to review the video of the training and take a test to prove proficiency in the subject matter.

Ms. Olson said that a step-by-step procedure manual is being developed that will contain procedures for agents, CSRs, carriers and the public. This is scheduled for completion by September 1, 2016.

YHI's Webinar series has been updated and was redesigned to allow feedback from agents and to answer requests for best practices, problem solving and procedures. YHI has placed an emphasis on conversation and question and answer time, and webinar topics were developed from agent feedback and questions. Agents were surveyed to determine priority of the webinar schedule and topics have been scheduled through the end of August based on agent input. The same webinar is being offered twice in a week at different times to accommodate more agent schedules. Webinars are recorded and posted to the website.

Finally, Ms. Olson said the basic certification training will be available to all stakeholders who wish to participate and we will offer lunch and learn sessions with stakeholders and carriers to provide them with YHI training that is being offered to agents or for specific stakeholder concerns.

Mr. Shores said this whole process has been significantly improved and suggested coordination with the carriers to ensure that the Medicare meetings the carriers present are not in direct conflict with YHI trainings.

15. NEXT MEETING

The next meeting of the Outreach & Education Committee will be held in early September and Ms. Fulton will reach out to the committee to see if it is possible to schedule all of the FY17 meetings at one time.

16. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting 5:33 p.m.

Signed and respectfully submitted,

A handwritten signature in black ink, appearing to read "Jerry Edgington", is written over a horizontal line.

Jerry Edgington, Committee Chair