

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

**MARKETPLACE COMMITTEE
MINUTES
JUNE 23, 2014**

1. COMMITTEE MEMBERS PRESENT

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

2. OTHERS PRESENT

- Ms. Amy Dowd, Your Health Idaho
- Mr. Pat Kelly, Your Health Idaho
- Mr. Alberto Gonzalez, Your Health Idaho
- Ms. Delfina Krakau, Gallatin Public Affairs
- Ms. Brie Gershick, Accenture
- Mr. Rick Moran, DHW/YHI Shared Resource
- Mr. Peter Sorensen, Blue Cross of Idaho
- Ms. Lori Wolff, Idaho Department of Health & Welfare
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Mr. Randy Gardner, Gallatin Public Affairs
- Mr. Brad Frazer, Hawley Troxell
- Ms. Natalie Podgorski, Gallatin Public Affairs
- Mr. Greg Koontz, Department of Health and Welfare
- Mr. Fred Heil, GetInsured
- Mr. Gabriel Hamilton, Hawley Troxell

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 8:06 am, Monday, June 23, 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

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

Representative Rusche was absent.

5. REVIEW OF AGENDA

Motion: Mr. Veloz moved that the order of the agenda be changed. After the break, the agenda should read YHI-DHW shared Services Agreement, GetInsured SOW #2, Adult Dental Plans (Policy and Functionality), and then Overview of Operational Model Continued.

Second: Ms. Geyer Sylvia.

The motion carried.

6. MEETING MINUTES REVIEW: May 30, 2014

Chair Estess determined that the meeting minutes were not to be approved at this meeting.

7. YHI-DHW SHARED SERVICES AGREEMENT

Ms. Dowd asked Mr. Frazer to share the highlights of this agreement. Mr. Frazier, counsel from Hawley Troxell, reviewed the contract process and stated that DHW and YHI agreed on a Shared Services Agreement. This is a fair, workable IT services contract with DHW as the vendor and it is our recommendation that the committee approve this agreement.

Ms. Dowd clarified that this funding is through November 1 and there will be additional development after that so this is not intended to be an all-inclusive contract in that respect. Anything above and beyond the \$5 million will come back to the committee for discussion and approval.

There was some additional discussion regarding some of the details which were clarified by Ms. Dowd, Mr. Kunz and Mr. Frazier.

Motion: Mr. Veloz moved that the Marketplace Committee delegate signing authority to the Executive Director and Chairman of the Marketplace Committee to execute the Your Health Idaho and Idaho Department of Health and Welfare Shared Services Agreement substantially in the form presented to this meeting (and/or with the changes recommended today by the Committee), with such changes not inconsistent therewith as the Executive Director and Chair of the Committee deem appropriate in consultation with legal counsel in an amount not to exceed \$5 million, which includes \$2 million under the existing Letter of Intent with DHW and previously authorized by the Board.

Second: Mr. Shores.

The motion carried.

8. GETINSURED SOW #2

Ms. Dowd said we did not need to request board approval to execute this SOW. This SOW is in effect barring any questions. Requested the Committee Chair sign off on this SOW.

There were no questions or requests for clarification.

Motion: Mr. Veloz moved that the Marketplace Committee delegate signing authority to the Chair of the Committee, Chairman or Vice Chairman of the Board, and the Executive Director to execute SOW #2 with Vimo Inc. doing business as GetInsured in an amount not to exceed \$32.5 million for design and development and with maintenance and operations costs remaining unchanged \$4,823,842 for 54 months from Go-Live for release 2 as previously authorized by the Board on February 21, 2014.

Second: Mr. Shores.

9. ADULT DENTAL PLANS

Mr. Gonzalez noted that YHI would find a way to communicate to consumers where to find dental insurance. As YHI is not requiring adult dental plans, inside the exchange the only option is to purchase pediatric dental plans. Family and Adult dental plans will not be available to purchase on the exchange. YHI will provide links to different carriers who provide dental plans. The suggestion is to prioritize this topic after open enrollment.

10. OVERVIEW OF OPERATIONAL MODEL

Mr. Gonzalez reviewed the objectives and agenda for the meeting and will not touch on the renewal or re-enrollment processes. The topics will include points of interface, shared services, and ownership of activities between stakeholders.

(a) Operating Model Framework – Ms. Gershick and Mr. Gonzalez

- i. Idaho Exchange Ecosystem – all areas influence exchange and how it is developed.
- ii. An operating model provides a snapshot of how the business operates and should represent the organization's strategic focus. Within the model includes a Customer-Driven Model and a Product-Driven Model.
 1. The Idaho model supports a consumer experience and consumer assistance function.
- iii. DHW will be handling eligibility questions and intake phone calls. Change reporting will happen to DHW directly. The option will be given to have agents and brokers stay on the phone with the consumer and DHW to process requests.
- iv. Marketplace will handle all appeals and decisions regarding Special Enrollment.
- v. Responsibilities of YHI, DHW, DOI and FFM
 1. Customer Assistance

- a. Customer Service Center –YHI and DHW
- b. Consumer Connector Training and Approval – YHI and DOI
- c. Consumer Connector Ongoing Management – YHI and DOI
- d. Outreach - YHI

2. Plan Management

- a. QYP and QDP Certification – YHI and DOI
- b. Certification Appeals – YHI and DOI
- c. QHP Quality Ratings – YHI
- d. Compliance Monitoring – YHI and DOI

3. Eligibility

- a. Application – YHI and DHW
- b. Verifications– YHI and DHW
- c. Eligibility Determination– YHI and DHW
- d. Eligibility Reconciliation– YHI and DHW
- e. Eligibility Appeals– YHI and DHW
- f. Exemptions - YHI

4. Enrollment

- a. Plan Selection - YHI
- b. Enrollment Transactions- YHI
- c. Renewals - YHI
- d. Enrollment Appeals- YHI
- e. Enrollment Reconciliation- YHI

5. SHOP

- a. Employer Application - YHI
- b. SBTC Eligibility Determination - YHI
- c. Employer Plan Selection - YHI
- d. Employee Enrollment - YHI
- e. E/E Account Management - YHI

6. Financial Management

- a. Individual Carrier Assessment - YHI
- b. SHOP Premium Invoicing - YHI
- c. SHOP Payment Processing - YHI
- d. SHOP Carrier Assessment - YHI
- e. Bank Office Financial Management - YHI
- f. Exchange Risk Management - FFM

7. Administration

- a. Security – YHI and DHW
- b. Business Analytics– YHI and DHW
- c. Workflow– YHI and DHW
- d. Self-Service Administration – YHI and DHW
- e. Vendor Management - YHI
- f. Notices – YHI and DHW

(b) Consumer Experience Walkthrough

- i. Shared Services Model – the consumer online account information is shared between DHW and YHI and is accessed by the consumer through a single-sign on which allows the consumer to complete the entire process using the website of both entities. The exact location of this information is not yet determined.
 1. DHW – Customer Support
 - a. Consumer can make a phone call to get general information, referral to assisters and have changes managed.
 - b. Applications (in-person, Phone, on-line and mail)
 - c. Verification and Eligibility
 - d. Eligibility notification and APTC notification.
 - e. Medicaid notification and enrollment
 2. YHI – Consumer Connectors
 - a. Subsidy estimator and Anonymous Shopping
 - b. Plan Selection – Marketplace
 - c. Insurance Enrollment and Re-enrollment

The Committee took a break at 9:56 am for ten minutes.

- i. Run through of different family scenarios from a consumer perspective.

11. NEXT MEETING

The next meeting of the YHI Marketplace Committee will be held at 8:00 am until 11:00 am on Thursday, July 10, 2014 at Hawley Troxell in the Board Room and will include discussions around the renewal strategy options & recommendation to the Marketplace Committee.

12. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting at 11:53 am.

Signed and respectfully submitted,


Mark Estess, Committee Chair