

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

**OUTREACH & EDUCATION COMMITTEE  
MINUTES  
JULY 22, 2014**

**1. COMMITTEE MEMBERS PRESENT**

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

**2. OTHERS PRESENT**

- Ms. Jody Olson, Your Health Idaho
- Mr. John Kotek, Gallatin Public Affairs
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Mr. Cameron Kinzer, Gallatin Public Affairs
- Mr. Randy Gardner, Gallatin Public Affairs
- Ms. Brie Gershick, Accenture
- Ms. Jennifer Dickey, Your Health Idaho
- Ms. Amy Dowd, Your Health Idaho
- Ms. Marnie Packard, Pacific Source
- Mr. Jesse Lewin, Burson-Marsteller
- Ms. Susannah Buckley-Green, Burson-Marsteller
- Mr. Brody Aston, Lobby Idaho, LLC
- 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 1:02 pm, Tuesday, July 22, 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) and Mr. Shores were present.

Mr. Estess and Director Deal were absent. Mr. Self joined the meeting at 1:14 pm resulting in a quorum. Ms. Henbest joined the meeting at 1:29 pm via teleconference.

## **5. O&E COMMITTEE ROADMAP**

Ms. Olson reviewed the roadmap and the upcoming Committee actions included on the roadmap. Next month there will be a creative content review and the annual self-evaluation and Committee effectiveness survey. Ms. Olson will follow up with the Governance Committee to procure the materials needed for the evaluation and survey.

## **6. SOW #6 UPDATE**

Ms. Olson shared that the budget limit is \$1.373M, which includes \$573,000 for advertising and YHI is within that budget.

Creative Development and Paid Media – In July, Drake Cooper has been working with Gallatin and GS Strategies to review the market research and develop communication strategies, focusing on the messaging and communication pieces for open enrollment, and working on media buy. In August there will be creative concepts and renewal materials for the Committee to review which will include a minor refresh on the YHI Brand. The team is working on an agent and broker toolkit, which includes the materials needed to promote YHI. Ms. Buckley-Green mentioned that at the time of completion of YHI training, the LMS system will produce a virtual certification badge to the agent/broker. In September YHI will roll-out the renewal and pre-production open enrollment materials.

Outreach Update – Mr. Gardner mentioned that YHI has been working throughout the state and partnering with other entities to spread the word about the Special Enrollment Period. There are also Tribal enrollment events scheduled. Since the end of open enrollment 2014, 20,000 flyers have been distributed and it is anticipated that another 20,000 will be distributed by the first of October. Ms. Olson said that the team is starting to build toward a sustainability model, and that is one of the reasons that the agent/broker toolkit is being created to assist our partners in promoting outreach of their own. Mr. Self asked if YHI has collaborated with carriers, state hospitals and clinics. Ms. Olson stated that there have been conversations with the health care community, and as the 2015 consumer connectors are selected, formal collaboration will occur.

Website Maintenance and Transition – Ms. Olson mentioned that there was a CMS survey conducted nationwide and that Idaho was above average compared to other state-based exchanges. The website transition plan and schedule have been set and implementation is underway. YHI is currently on schedule and budget with regards to Website Maintenance and Transition. Mr. Self inquired about the language barriers and how YHI plans to alleviate this issue. Ms. Olson stated that YHI has access to a language line which supports 150 languages, and this same solution was successfully used last year. Mr. Self also questioned whether the new website has been tested on tablets, and Ms. Gershick stated that she would follow up with GetInsured and the DHW to ensure compatibility. Mr. Self asked if the YHI style and brand will be carried over to the GI system and Ms. Olson stated that the YHI branding guidelines have been shared with GI and from the demonstration she has seen, it is correctly branded.

## **7. RENEWAL STRATEGY COMMUNICATION PLAN**

Ms. Olson explained that the objective of renewal is to develop a coordinated renewal noticing plan that meets CMS requirements and pro-actively educate current enrollees of the renewal process, APTC eligibility and their options to continue coverage into plan year 2015. The Renewal Team Workgroup meets weekly and includes the carriers, marketing team, noticing and renewal teams, DOI, DHW, GI, Accenture, YHI, and Gallatin. The team is working on noticing, timelines, messaging and the logistics of the renewal process. Ms. Olson shared a high-level timeline of the renewal noticing and communication plan. Mr. Shores recommends sending a brief email to the agents and brokers to give them a heads up of the plan. Ms. Gershick explained that there have been unique challenges with receiving customer data with the FFM, and YHI is following a parallel path of utilizing carrier data in order to create customer accounts. Direct outreach to the customer may need to happen in order to complete the data. Upon completion of APTC eligibility, the DHW will send notices to the consumers daily, and will not be batched in any particular order. It was suggested by multiple Committee members that the presentation on this process be simplified for the Board meeting. Ms. Olson mentioned that before any notices are mailed to the consumers, they will first be sent to the agents, brokers and carriers to prepare them for consumer calls. Carrier plans will be solidified for Board approval at the September Board meeting ready for anonymous browsing to begin October 1.

## **8. TRAINING UPDATE**

Ms. Buckley-Green explained that The User Acceptance Testing of GetInsured is taking place this week, with an invitation to carriers and representatives from the consumer connector community to provide feedback on the new system. The LMS configuration and the 2015 training curriculum development is underway and is scheduled to launch on October 1. The Department of Insurance has asked YHI to formally apply for continuing education credits once the training content is finalized.

Ms. Olson stated that YHI has requested an exemption from the 2015 federal re-certification training requirement, however, Mr. Shores shared an email from CMS which stated that all agents wishing to continue to service consumers between September and December will have to complete the 2015 federal re-certification. Ms. Buckley-Green mentioned that a meeting is scheduled with the CMS to further discuss this requirement.

## **9. IPA SELECTION PROCESS**

Ms. Buckley-Green shared that the feedback received from the IPA and Agent Survey was that the CMS training was not adequate and did not provide enough information. The most important lesson learned from the survey was that all consumer connectors did not receive enough information during their trainings. The focus on IPA training for 2015 will be policy, qualified health plans as well as the new system and the focus for agents will be largely focused on the new system. Mr. Self is curious if a beta environment will be available for the agents to practice on the new system. Ms. Gershick will escalate this question to the IT vendor.

Ms. Buckley-Green shared information on the Consumer Connector Program for 2015. The ACA created three types of application enrollment support; In-Person Assistants (optional, funded through federal grants), Navigators (statutorily required, funded through non-federal grant monies) and Certified Enrollment Counselors (optional, no funding). Idaho will establish a Navigator program which will be a subset of the In-Person Assister program. Certified

Enrollment Counselors will also be introduced. There will be no difference to the consumer as all organizations will be referred to as "Enrollment Counselor Entities" and "Enrollment Counselors." YHI is still committed to the primary referral path to agents and brokers.

Ms. Buckley-Green explained that the process for selecting the 2015 Enrollment Counselors is that YHI will issue a Request for Application in which any entity in Idaho is invited to submit their request and will be asked to provide a proposed budget. The proposal evaluation team will collect all of the applications and categorize them to ensure that there are an appropriate number of counselors around the state while meeting the annual budgetary guidelines. Ms. Buckley-Green walked through the RFA process timeline, and stated that one of the O&E Committee members will be appointed to serve as member of the proposal evaluation team. Mr. Shores expressed concern surrounding the training timeline, and the Chair suggested that the dates of the training to the Consumer Connectors be re-visited to occur before the anonymous browsing begins on October 1. Mr. Shores suggested revising the payment schedule to the Enrollment Counselors to be based on time and material versus a flat payment each month. Ms. Buckley-Green said that she would pass this onto the team for consideration.

Ms. Olson suggested that Representative Packard represent the O&E Committee on the proposal evaluation team. Rep. Packard agreed to that role. Ms. Gershick reminded the Committee that the budget for the Enrollment Counselors has already been approved by the Board.

#### **10. APPROVAL OF PRIOR MINUTES: May 27, 2014**

Motion: Mr. Self moved to approve the meeting minutes from the May 27, 2014 meeting as presented.

Second: Mr. Shores

The motion carried.

#### **11. NEXT MEETING**

The next meeting of the Outreach and Education Committee was not scheduled.

#### **12. ADJOURN**

There being no further business before the Committee, the Chair adjourned the meeting at 2:28 pm.

Signed and respectfully submitted,

  
Karen Vauk, Committee Chair