

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

**OUTREACH & EDUCATION COMMITTEE  
MINUTES  
AUGUST 31, 2015**

**1. COMMITTEE MEMBERS PRESENT**

- Ms. Karen Vauk, Chair
- Dr. John Livingston
- Mr. Tom Shores
- Mr. Jerry Edgington

**2. OTHERS PRESENT**

- Ms. Jody Olson, Your Health Idaho
- Mr. Pat Kelly, Your Health Idaho
- Ms. Karla Haun, Your Health Idaho
- Ms. Meghan McMartin, Your Health Idaho
- Ms. Cheryl Fulton, Your Health Idaho
- Ms. Sherri Boyce, Your Health Idaho
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Ms. Susan Becker, Drake Cooper
- Ms. Moriah Nelson, IPCA

**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 Ms. Karen Vauk, Chair of the Committee (Chair), at 3:29 p.m., Monday, August 31, 2015, 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 website and at the meeting location.

**4. ROLL CALL**

The Chair called the roll and determined that Mr. Shores, Dr. Livingston, and Mr. Edgington were present resulting in a quorum.

Ms. Henbest, Rep. Packer and Director Cameron were absent.

**5. APPROVAL OF PRIOR MINUTES**

Motion: Mr. Shores moved to approve the minutes from the June 17, 2015 Outreach & Education Committee meeting as presented.

Second: Dr. Livingston.

The motion carried.

## **6. O&E ROADMAP REVIEW**

The Chair reviewed the roadmap and said today the Committee will review SOW #11, the Charter and the effectiveness of the Committee, and the Enrollment Entity RFA. The Chair asked to have the RFA Approval added to the Board Roadmap.

## **7. REVIEW OF AGENDA**

There were no changes made to the agenda.

## **8. RENEWALS & NOTICING**

Ms. Olson reviewed the renewal process and called out what is happening between August and January around renewals, redeterminations, noticing, and re-enrollment activities. In August, YHI sent a “here’s what to expect” notice to about 65,000 consumers in the system. At the same time, DHW sent a notice to about 75,000 households that qualify for an APTC. YHI prefers to send an email over a letter, but will send letters for those that do not have email in the system. DHW will begin processing redeterminations in September and anonymous shopping will begin on October 1. Consumers will begin receiving the DHW notices with their APTC and agents will be engaged to contact their customers in October. On November 1, renewed plans will be visible on the consumer dashboards and outreach will begin for those consumers not automatically renewed. In December, YHI and agents will continue reaching out to consumers that were not automatically renewed to help them through the enrollment process. In January a deadline reminder will go out to consumers and then Open Enrollment ends on January 31. Mr. Kelly said the reconciliations with the carriers will be minimized to the best of our ability. Mr. Shores asked about the January 1 coverage date. Mr. Shores said the December binder payments were a real challenge last year so agents and brokers will begin working on this in October to eliminate the challenge this year.

## **9. TRAINING UPDATE**

Ms. Olson said David Chase is uploading the LMS modules to the system today so that agents can begin their training tomorrow or Wednesday. All the agents that were certified last year will already have an account, so they don’t need to create a new account. They will be able to simply log in and start their training. Also, the CMS management training is starting. Agents and brokers will receive continuing education credits for that. If agents and brokers want to begin selling on November 1, they need to be recertified prior to that date.

Last year, YHI heard from agents and brokers that they wanted live training. So YHI will be holding live training sessions throughout September, October and November. In September, YHI will do a Renewals and technology updates training. In October, we will have live application training. In November, there will be problem-solving sessions. Trainings will be recorded and

posted on YHI's You Tube page. Live trainings will be held in Coeur d'Alene, Pocatello, Boise, Idaho Falls, and Twin Falls, and the agents will be asked to bring their laptops (preferred over tablets or other devices). Agents and Brokers are asked to pre-register and there is a 50 in-person limit per session.

## **10. SOW #10 UPDATE**

Ms. Olson updated the Committee with SOW #10 activities which included training preparations and development, LMS updates for agent certification, creative message development, notice knowledgebase development, website updates for renewals, and knowledge transfer to staff.

Mr. Shores is concerned that the agent portal does not have the correct information for notices and other critical information. Mr. Kelly said that he will check on the DHW development timeline in reference to this. Mr. Kelly touched on the earlier conversation regarding renewals. Every 2015 plan has a 2016 plan that it points to, called a cross-walk, though it may not be the exact plan a consumer had the previous year.

There have been numerous meetings to date to bring staff up to speed. Ms. Olson introduced her team including Ms. Karla Haun, Ms. Meghan McMartin, and Mr. David Chase.

Ms. Olson continued by reviewing the SOW #10 budget. She reviewed the key elements and noted that the creative and paid media will be partially pushed into SOW #11. It does not need approval, it is simply a timing shift. Mr. Shores asked about co-op opportunities for small businesses in smaller communities. Carriers have been doing this for years. Ms. Lyon said that it is always important to know in advance what your strategy is, so this wouldn't be a prudent way to plan the media buy. There are some efforts around digital marketing to feed into those smaller communities. Print buys would be strategic and would be viewed from a state-wide perspective.

## **11. SOW #11 REVIEW**

Ms. Olson reviewed SOW #11 and touched on the Project Management portion which included subcontractor management, weekly knowledge transfer meetings with YHI staff, half-day media training for staff, message development from research results, development of the Legislative report, 1-2 Legislative briefings, and will coordinate 2-3 consumer mailings and 1-2 new customer mailings.

The Creative Development will include the media buy of \$735,000, production of a new television commercial, production of 2-3 radio commercials and production of 2-10 web-advertisements.

Ms. Susan Becker from Drake Cooper reviewed their media buy and production plan. She said that any material that can be made current is going to be reused. Then the remaining goal is to look at what new items need to be made, with limitations. Ms. Olson said the main messaging is around cost (APTC, etc.). Affordability is the key message.

Ms. Olson continued with the Organizational Communications which include outreach & education, agent support, tribal activities, and stakeholder coordination. In addition, there is development of 18-20 modules for certification of agents and brokers, and there will be five training sessions to introduce the 1095 process. The policy manual is now updated monthly.

The budget for SOW #11 totals \$743,000. However, the team is working hard to pull back some of those categories and expects or hopes to hit a budget of about \$633,750. Mr. Edgington asked if there were plans for those savings. Ms. Olson said the way we manage those 3 months of work, if something happens and we need to do something out of scope, we need to have the funds available. Mr. Kelly said one of the things that would be talked about at YHI would be where would those excess dollars be spent across the organization, not just in O&E. So it is hard to answer at this time. He said they would likely be spent in consumer support or O&E.

Motion: Mr. Shores moved that the Outreach and Education Committee recommend SOW #11 in an amount not to exceed \$743,000 to the Board of Directors for approval. This Scope of Work falls within the global Outreach & Education budget approved by the Board. And further move that SOW #10 be amended to provide that the amounts not yet expended thereunder, of up to \$935,000 designated for creative production and media buy, may be spent consistent with SOW #10 during the timeframe of SOW #11; this amount has previously been approved by the Board of Directors, but is in addition to the \$743,000 approved for SOW #11.

Second: Dr. Livingston.

## **12. EXECUTIVE SESSION**

Motion: The Chair moved that the Committee enter into Executive Session pursuant to Idaho Code §74-206 to consider records that are exempt from disclosure under YHI's Public Record Retention Policy and Idaho's Public Record Act pursuant to Idaho Code Section §74-206(1)(d).

Executive Session Roll Call: The Chair called the roll and determined that Mr. Shores, Dr. Livingston, and Mr. Edgington were present resulting in a quorum. Ms. Henbest, Rep. Packer and Director Cameron were absent. The Committee entered into Executive Session at 4:56 pm.

The Executive Session ended at 5:21 pm. No final action was taken and no final decisions were made during executive session.

Motion: Mr. Edgington moved that the Outreach and Education Committee, after a review of Enrollment Entity finalists as determined by the selection team, recommends that Your Health Idaho enter into discussion and negotiate agreements with the approved entities in a collective amount not to exceed \$315,000.

Second: Dr. Livingston.

The motion carried.

## **13. COMMITTEE SELF-EVALUATION**

Chair Vauk conducted the annual Committee self-assessment and asked for feedback regarding Committee meetings, in frequency and length, as well as actions align appropriately with its aligned charter. Mr. Edgington appreciates the length and frequency and appreciates having the agenda and the pre-reads well in advance. Dr. Livingston said the roadmaps keep everything in line with the Board.

Chair Vauk asked if Committee meetings have agendas and materials related to significant decisions and are materials provided to Committee members in advance. The Committee agreed that the materials are excellent and that they are received well in advance of the meeting.

Chair Vauk asked what improvements to the effectiveness of the Committee occurred over the last year. She added that the Committee received some new members which enhanced the dynamics significantly. The reduction of Committee meetings also helps.

Mr. Shores didn't like when topics were often presented at a high level. He thinks it's important to look at the detail and not just the global response or issue. Dr. Livingston said we could use the risk register document to compare with how we actually did. Mr. Kelly said YHI does not share the risk register in total because that is highly confidential information and could potentially put us at risk. The market research helped YHI solidify some risks that weren't fully articulated previously that guided the tech roadmap. The call center will always be something to monitor, and improvements are already identified for this year.

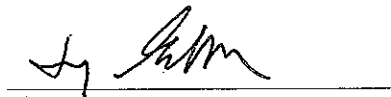
#### **14. NEXT MEETING**

The next meeting of the YHI Outreach & Education Committee will be held prior to the next Board meeting (the first week of December) which is expected in December.

#### **15. ADJOURN**

There being no further business before the Committee, the Chair adjourned the meeting 5:37 p.m.

Signed and respectfully submitted,

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

Jerry Edgington, Committee Chair