

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

**OUTREACH & EDUCATION COMMITTEE
MINUTES**

WEDNESDAY, SEPTEMBER 7, 2016

1. COMMITTEE MEMBERS PRESENT

- Mr. Jerry Edgington, Chair
- Mr. Tom Shores
- Ms. Margaret Henbest (via teleconference)
- Dr. John Livingston
- Ms. Karen Vauk (via teleconference)
- 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. Karla Haun, Your Health Idaho
- Ms. Nicole Force, Your Health Idaho
- Ms. Anita Blagajcevic, Your Health Idaho
- Ms. Sara Chase, Drake Cooper

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 11:00 a.m., Wednesday, September 7, 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 Mr. Shores, Ms. Henbest (via teleconference), Dr. Livingston, and Ms. Vauk (via teleconference) were present resulting in a quorum. Director Cameron arrived at 11:06 a.m. Rep. Packer was absent.

5. APPROVAL OF PRIOR MINUTES

Motion: Mr. Shores moved to approve the minutes from the June 13, 2016, Outreach & Education Committee meeting. **Second:** Dr. Livingston. The motion carried.

6. O&E ROADMAP REVIEW

The Chair reviewed the roadmap and noted that in September, the Committee will be reviewing and recommending SOW #15 and conducting the Committee Self-Assessment and effectiveness of the Committee Charter. Additional discussion will be centered around Open Enrollment, Website Advertising and an update on the RFA for Enrollment Entities.

7. REVIEW OF AGENDA

There were no changes made to the agenda.

8. OPEN ENROLLMENT 2017 UPDATE

Ms. Olson introduced two new team members to the YHI team, Nicole Force, Technical Writer and Trainer, will be doing a lot of work with the customer support center, YHI's agents and brokers, and she will be conducting training externally for a variety of stakeholders. Also, Anita Blagajcevic, Outreach & Education Coordinator, will be helping YHI maintain a really robust grassroots effort.

Ms. Olson provided a brief update on open enrollment 2017 and said the team is currently planning and working through strategies. Ms. Karla Haun is involved in messaging, Drake Cooper is handling advertising, and Gallatin Public Affairs and GS Strategies are involved in policy work and using our market research in order to form our messages. Over the past few years we have built a very solid foundation, the things that we have done are still working, so we will continue with the basics. Agents, brokers and enrollment counselors are the cornerstone of YHI's activity, so messaging will continue to revolve around that. Idahoans still want to hear from friends and neighbors, and they will go online to do their research, but they still want experts to help them. That messaging has been successful and we will continue to integrate that. "Shop, Compare and Choose" still resonates and is important to people. And finally, an Idaho solution for Idahoans remains important. These are the basics we have used in the past and we will continue to build on those.

Mr. Shores said in talking with Mr. Randy Gardner, we will likely see a significant change in the numbers of agents who will be actively involved in the issues of selling the policies. So with that in mind, will YHI be intensifying the training of those individuals? Ms. Olson said yes, this is the third year agents and brokers have sold on the exchange. We recognize that the agents that will remain involved need more robust training and so that is why YHI will continue and enhance what was done last year with in-person training, webinars, videos of the live training for viewing and testing on the system so that they get a good feel for the system.

Ms. Olson continued with the message matrix and stated that forty-five percent of YHI's messaging will be mass media to generate high awareness using spots that we already have in our library. Fifty-five percent of YHI's messaging will be targeted media (digital, search and retargeting) that provides high touch opportunities, and we will put a lot of emphasis on new content including pushing the federal penalty. Digital ads will address retention and new enrollees. Retention messaging will include encouragement to shop for the best plan. New messaging will be developed to encourage the uninsured to get insurance, not a penalty.

Ms. Olson said for mass media this year, YHI will be running ads for approximately five weeks. We will be running tighter flights compressed around deadlines (November 14, after the elections are over, December 15, and January 31) which makes sense for monetary reasons and message penetration. There will be no new message production for mass media and media buys will be paid for in the month they were purchased.

The Chair asked how YHI will be getting the word out that open enrollment starts November 1, if the advertising doesn't start until November 14? Ms. Olson said through a combination of press releases, earned media, updates on websites, and social media. The first two weeks of open enrollment will be focused on current customers renewing their plans through noticing and email blasts.

Dr. Livingston asked for specifics about the start and stop of open enrollment and the key deadlines. Ms. Olson said open enrollment begins on November 1, and continues through January 31. The December 15, deadline is when customers need to be enrolled for a January 1, effective date. Two additional deadline include January 15, for a February 1, effective date and January 31, for the end of open enrollment and a March 1, effective date.

Ms. Olson said for targeted media, YHI will be purchasing it consistently throughout the campaign to fine-tune the placement and use the most effective messages. We are also working to narrowing the audience profiles. There are also new media venues being looked at such as bus stops. Along with this, there will be emphasis on search engine optimization.

Ms. Olson said the delivery of advertising is fairly flexible so that we can alter it if we find one thing working better than another. But in general, for television we will purchase spots in Boise, Twin Falls, Idaho Falls/Pocatello, Spokane and Lewiston for a total of 1,250, spots and 5.2M gross impressions. This is a much reduced plan from last year where we purchased over 2,600 spots and over 14M gross impressions. This is a much reduced, but better targeted purchase. For radio, we will be purchasing 1,800, spots for total gross impression throughout the state of about 1.5M. Last year that was over 5M gross impressions and 3,800, spots. Radio is a really good medium for keeping something top of mind. Digital gross impressions will be about 22M and were at 28M last year. We learned from last year what works and doesn't work. Cinema gross impressions will be 400,000, (last year was over a million) and was very good for us last year with the release of Star Wars. This is a much narrower media plan for this year, but we are confident we will have an effective penetration and effective recall for Idahoans. Ms. Olson added there will be Pandora, You Tube, and Hulu ads as well.

Mr. Shores asked if we could do some radio shows for call-ins for questions? Ms. Olson said that is an excellent idea, and should be able to do some of that, though there is a risk with that in disseminating incorrect information.

Ms. Olson shared what is new this year. She said there will be expanded tools to allow agents and brokers to engage their renewal clients earlier in the enrollment period, a renewed emphasis on grassroots activities with community organizations across the state, statewide faith based weekends using the Super Signup Saturday model in addition to the Agent Super Signup Saturday events, and Employment Transition Packages (ETPs) to the DOL, agencies and large employers. There will also be digital micro-targeting to the uninsured and the mis-insured

discussing the penalty for not having insurance and expanded e-mail and robo-call activities occurring earlier in the open enrollment period.

Ms. Olson said the grassroots efforts have now started with the addition of Ms. Blagajcevic to the team. YHI will identify and work with organizations across Idaho to provide educational materials and support. Agents and brokers will be invited to participate in events, presentations and organizational outreach activities and outcome tracking will be implemented to assess year over year success of each outreach work stream. Examples of outreach activities includes Scout troop civics projects, citizenship registration outreach, backpack flyer programs, Hispanic and Basque outreach, and agricultural industry outreach.

9. WEBSITE ADVERTISING REVIEW

Ms. Olson said YHI has developed an advertising policy and agreement that will allow ACA and health related business to advertise on the site. YHI's space offerings will present an opportunity for carriers and agents to purchase ads based on a space allocation that ensures all entities that wish to advertise have an opportunity to do so. If, after a set period of time, the space allocations are not purchased, that space will be available to other businesses that align with YHI's mission. YHI is creating a consumer alert for the ads. This may be hover text or an interstitial pop up to let consumers know that they are leaving the YHI site and going to a third party site. This will also include language that an advertisement on the site is not endorsed by YHI. Installation of the advertising program and testing will occur following the creation of the consumer alert. Advertising sales could begin as early as October.

Dr. Livingston asked how YHI will be able to screen who will be allowed to advertise. Ms. Olson said within the policy, there is detail about this. At a high level, these will be ACA oriented companies including, but not limited to hospitals, pharmacies, carriers, health focused non-profits and insurance agencies. Mr. Kelly added that there will be a process for this, but it still needs to go through the Governance Committee. Assuming it is approved, execution and review of advertisers will go through an operational workgroup within YHI to ensure they fall within the approved policy. The Chair asked if this item needs to be taken to the Board for approval. Mr. Kelly said after today, it goes to Governance on Friday, if Governance approves it, it will then go to the Board on September 20, for a similar discussion and approval process. Assuming the Board approves, we will go live with content on November 1, to align with the start of open enrollment. Ms. Olson added that there would be geo-targeting component to this so that companies in Boise would not be advertising in Lewiston and companies in Coeur d'Alene would not be advertising in Pocatello. Rates are based on cost per impression.

Ms. Henbest left the meeting at 12:09 p.m. The Committee maintained a quorum.

10. SOW #15 REVIEW

Ms. Olson said SOW #15 is with Gallatin Public Affairs and GS Strategies. Gallatin continues to provide strategic messaging, legislative education, tracking issues at the state and federal level and they are also tracking federal policy. GS Strategies does the market research and engages with us regularly on our advertising and message development. SOW #15 is for the 3-month period and is a monthly flat fee. Director Cameron asked why we do only 3 months. Ms. Olson said we needed to do it this way in the beginning due to our strategy changing and so we have

just continued that way. Mr. Kelly said he is fully supportive of increasing the length of the SOW's to six months or a year, but said he would need to go back and look at the original contract that was executed in 2013, to ensure there are no temporal restrictions in the original RFP. This specific SOW is for calendar quarter 4, fiscal quarter 2, for the months of October 2016, through December 2016. The Chair asked that this be addressed and see if by the next meeting this can be changed.

Motion: Mr. Shores moved that the Outreach and Education Committee recommend SOW #15 in an amount not to exceed \$21,000 to the Board of Directors for approval. This Scope of Work falls within the global Outreach & Education budget approved by the Board. The length of the SOW would be for October 1, 2016, through December 31, 2016. **Second:** Dr. Livingston. The motion carried.

Ms. Vauk left the meeting at 12:09 p.m. The Committee lost its quorum.

11. RFA UPDATE

Ms. Olson said the RFA review team met in July and awarded agreements to the Idaho Primary Care Association, St. Luke's and Partners for Prosperity. We did lose Jannus this year. Partners for Prosperity declined the award due to changes within their organization that precluded them from offering enrollment services for OE 2017. So with that, we lost a large percentage of our enrollment entities. As a result, we reopened the RFA and invitations to apply are being sent to various organizations across the state. The closing date for submissions is September 10, 2016, and notification of awards will be made September 20, 2016.

12. COMMITTEE SELF-ASSESSMENT

The Chair went through the questions and asked the Committee to focus more on what could be improved than what is going well.

- Do committee meetings (frequency and length) as well as actions align appropriately with its defined charter? Dr. Livingston said that the cadence is more efficient.
- Do committee meetings have written agendas and materials related to significant decisions, and are materials provided to committee members in advance? The Chair said he feels very informed coming into meetings and cannot think of any suggestions. The Committee agreed.
- What improvements to the effectiveness of this committee occurred over the last year?
- What suggestions for improvement should this committee consider? Mr. Shores suggested a way they can email in ideas for meetings ahead of the meeting that could then be answered in the meeting or even added to the agenda. The Chair thinks some of the questions discussed in this meeting could then be answered at the next meeting. Dr. Livingston suggested that there be enough time to ensure staff could then look into it and have time to integrate it into the next meeting. The Chair suggested the Committee members get questions to the Chair prior to the agenda being formed. Mr. Kelly said the 48-hour timeline would not allow for it to be in the packet. He suggested within 48 hours of the initial draft package, which would allow for it to be included in the final documents.

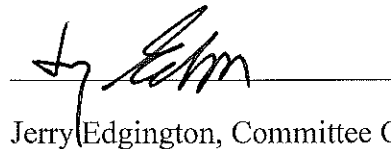
13. NEXT MEETING

The next meeting of the Outreach & Education Committee will be held in early December.

14. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting 12:12 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