

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

OUTREACH & EDUCATION COMMITTEE

NOTES

SEPTEMBER 17, 2014

1. COMMITTEE MEMBERS PRESENT

- Ms. Karen Vauk, Chair
- Mr. Tom Shores
- Mr. Dave Self

2. OTHERS PRESENT

- Ms. Jody Olson, Your Health Idaho
- Mr. Pat Kelly, Your Health Idaho
- Ms. Jennifer Dickey, Your Health Idaho
- Ms. Frances Nagashima, Your Health Idaho
- Ms. Renee Sandretto, Your Health Idaho
- Ms. Delfina Krakau, Gallatin Public Affairs
- Mr. Jesse Lewin, Burson-Marsteller
- Ms. Sara Chase, Drake Cooper
- Ms. Jennie Myers, Drake Cooper
- Mr. John Kotek, Gallatin Public Affairs
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Ms. Natalie Podgorski, Gallatin Public Affairs
- Mr. Mike Stoddard, Hawley Troxell Ennis & Hawley
- Mr. Brody Aston, Lobby Idaho
- Ms. Moriah Nelson, IPCA

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 4:00 pm, Wednesday, September 17, 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 Mr. Shores and Mr. Self were present and there was not a quorum. The Committee members that were present had an informal discussion of the agenda items that did not require approval by the Committee.

Mr. Self left the meeting at 5:19 pm.

5. APPROVAL OF PRIOR MINUTES:

The minutes could not be approved in the absence of a quorum.

6. REVIEW OF AGENDA

The agenda could not be changed in the absence of a quorum.

7. REVIEW O&E ROADMAP

Ms. Olson reviewed the Q1 '15 O&E Committee Roadmap and highlighted that the Committee needs to review and recommend the SOW #7 and the Marketing Plan as well as conduct the annual self-evaluation of the O&E Committee and the effectiveness of the Committee Charter.

8. SOW #6 UPDATE

Mr. Kotek shared that the budget was approved at \$1,373K, which includes up to \$573K for advertising. \$502.7K has been spent through August and there has not been a need to prepay for any advertising expenses.

Mr. Lewin reviewed the Website Management & Transition which included completed work to create a new calendar, refreshed search functionality, updated Board and operations pages and updated pages for Consumer Connectors. Upcoming work to be completed includes a 9/18 launch of the Spanish language pages, a 9/25 implementation of enhanced site and Google analytics, a 10/1 launch of updates to the homepage and a global header to coincide with the launch of anonymous browsing as well as a Consumer Connector locator which will be maintained on the front-end of the website until 11/15 when the new locator will be launched on the GetInsured portal. Mr. Self suggested that the website have the functionality to determine on which page/advertisement a consumer clicked to get to the YHI website, and Mr. Lewin mentioned that this is directly related to Google Analytics and he will take that suggestion back to the team.

Mr. Kotek reviewed the Creative and Paid Media portion of the SOW and shared with the Committee that the key messages will emphasize tax credits when reaching out to all 76,000 renewal customers. The advertising plan will be implemented at the start of open enrollment, with lower exposure during the holidays and then an increase in January through the end of open enrollment. The drafted budget is approximately \$1.4M with the following proposed allocations:

- TV – 35-40%
- Radio – 15-20%
- Digital – 20-25%
- Other – 15-20%

The digital toolkit is in development as a lesson learned from other state-based exchanges, which has been added into the budget. The toolkit will include a broker badge, useful documents, letterhead, appointment cards, power point and email templates. Elements of this toolkit will be available to the enrollment counselors as well. Mr. Self commented that when the APTC

notifications start hitting consumer mailboxes, our agents and brokers need to be prepared, and his concern is that the Toolkit will not be available in time to be useful. Ms. Olson confirmed that the Toolkit will be available as the agents and brokers complete the YHI certification.

Mr. Kotek also discussed Earned Media and mentioned that as YHI moves ahead, communications will continue an emphasis on re-enrollment, technology platform testing and deployment and newsroom tours will be taking place. Recent media coverage of the technology platform development, re-enrollment process and eligibility verification has occurred.

Ms. Lyon discussed the Noticing & Renewal Communications and reminded the Committee that the renewal process has been ever changing. At the beginning of the month 47,000 mailings were sent from YHI/DHW as well as additional pages added to the website focusing on renewal. YHI has worked with DHW to ensure that the messaging to the customer is clear. There have been meetings held with stakeholders to provide updates as the renewal process shifts and to create messaging to the agent and broker communities weekly. There is contingency planning underway to prepare a mail strategy for customers who have not received their 2015 APTC calculation. Mr. Shores commented that many of the DHW notices have made customers uncomfortable.

Mr. Kotek spoke about outreach activities and informed the Committee that there have been two agent/broker webinars, with an additional call scheduled for 9/19 and that newsletters are issued weekly. There will be four outreach events during the month of September as well as two tribal enrollment events during the month.

9. TRAINING UPDATE

Mr. Lewin mentioned that an email will be sent to all DOI certified agents informing them of the upcoming YHI training, asking them to submit their information if they are interested. He also shared that the DOI approved the Continuing Education application and that 6 credit hours will be received for taking the YHI training and certification. YHI is configuring Your Health Idaho Learning Management System (LMS) for online training. The training system will be self-directed online and can be taken at any time once it launches and will cover policy information as well as YHIHIX system training materials. Mr. Lewin also mentioned that the online training is just the beginning as more frequent webinars may be scheduled for the agent and broker community to share information that arises on a continual basis. Once the training is completed, the agent will receive the certificate and badge to be able to use on their materials attesting that they are certified with YHI. Mr. Lewin mentioned that there are three attempts to take the test in order to pass, but will take this back to the team to inquire on any flexibility to this process.

10. SOW #7 UPDATE

Ms. Olson and Mr. Kotek briefly presented the SOW #7 and reviewed Project Management & Strategy, Market Research, Website Management & Transition, Paid Media - Production & Advertising, Social & Earned Media, Community Outreach, Operations Support and Proposed Budget. Ms. Vauk asked if there is value in doing an additional market research in such a short period of time as she is not sure that there will be much change. Mr. Kotek mentioned that the second market research will be conducted after YHI has been in the market for one month, but will consider only performing one market research survey. Mr. Shores asked how the market

research survey is being conducted, and Mr. Kotek confirmed that home and cell phone calls are being made to YHI eligible populations as well as a random set. Mr. Kotek also confirmed that the team foresees staying very close to budget, and with current estimates, is coming a bit below budget. Mr. Self suggested that the Chair give an update on the budget during the Board meeting, and Mr. Kelly mentioned that YHI is \$500K below the original budget projection. Mr. Self and Mr. Shores also questioned the budget amount needed to create a tax-credit calculator as there are many calculators available. Ms. Olson will follow up with the team to determine if the CMS requirement states that YHI must create a new calculator or if the requirement is simply to have one available.

11. COMMITTEE SELF EVALUATION

This agenda item was not discussed.

12. NEXT MEETING

Ms. Fulton will send out a poll to determine when the next meeting of the YHI Outreach & Education Committee will be held. This meeting will need to occur prior to the YHI Board meeting which will be held on Monday, September 22 at 2:00 pm. Ms. Olson will reach out to the O&E Committee members to schedule a time to view the creative concept.

13. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting at 5:21 pm.

Signed and respectfully submitted,



Karen Vauk, Committee Chair