

BOARD MEETING MINUTES

IDAHO HEALTH INSURANCE EXCHANGE Dba YOUR HEALTH IDAHO

Date: Thursday, October 3, 2013

Time: 2:00pm

Place: Offices of Hawley Troxell, 877 Main Street, Boise Idaho

Call to Order

Chair Weeg called the meeting to order at 2:02pm.

Members Present:

Stephen Weeg, Hyatt Erstad, Scott Kreiling, Dave Self, Frank Chan, Margaret Henbest, Tom Shores, Mark Estess, Kevin Settles, John Livingston, Jim Rice, John Rusche, Dick Armstrong

Members Absent:

Zelda Geyer-Silvia, Karen Vauk, Fernando Veloz, Kelley Packer, Bill Deal

Review of Amended Minutes for 7.25.13

Chair Weeg asked the board to review the amended meeting minutes from 7.25.13, which had been amended to include a missed motion on Page 3 of the original.

Motion: Mr. Chan made a motion to accept the amended minutes as presented

Second: Mr. Erstad; motion passed.

Review of Agenda

No changes were required

Review of Minutes – no new minutes available at this time

Launch Debrief

YHI Executive Director Amy Dowd presented the board a Dashboard for the Week of September 30, 2013. She informed the board that YHI would provide try and provide this to the board every week.

- On the first day of Open Enrollment (October 1, 2013), the website received 18,600 unique visitors, (an increase of 588% compared to 7 days prior); page views increased to 85,900 (an increase of 597%). The Consumer Resource Center received roughly 500 phone calls on the first day (an 861% increase) compared to an average day last week.

- Earned Media and Outreach: 14 interviews were conducted, both local and national) and included NY Times, LA Times and CBS News; 4 presentations and community events were provided with a total of 577 attendees, and 2380 fact sheets were distributed.
- Paid Media and Market Research Update: YHI conducted filming this week for the ad concepts that will go into market for TV, print, radio and digital. Print, digital and radio are planned for week of October 14, and TV/Outdoor ads on the market starting the week of October 21. The Market Research survey will wrap up this week and results will be reviewed next week.

Rep. Rusche and Mr. Erstad said they had both received many inquiries about Medicare, and Mr. Erstad wondered if there we an additional way to addresses these questions, rather than just the FAQ page. Mr. Self asked if it would be possible to highlight “3 new questions every day” or “common questions for those having challenges.” Ms. Dowd said they would look into it.

Chair Weeg asked about policy questions. Ms. Dowd requested that these be routed to the YHI Policy Analyst (Ms. Moriah Nelson). Mr. Erstad said that Hawley Troxell had two ACA experts that would be useful. Mr. Gonzalez agreed, but said that YHI also wants to ensure that the federal regulations are being utilized and used as reference material.

Mr. Kreiling asked about direct mailing that was discussed at a prior meeting. Mr. John Kotek from Gallatin informed the board that the plan is for information sheets to be delivered twice in the next month to every mailbox in Idaho.

Mr. Shores asked questions about the randomization list and the webpage and the concerns he has heard from agents and brokers that it is not functioning well. Mr. Gonzalez informed the board he is working with the web developer, and he will follow-up directly with Mr. Shores for specific concerns after the meeting. Ms. Dowd added that the random process is currently manual so it might not be as smooth as YHI would like.

Mr. Shores asked if there was some way that carriers can report back to the board how many applications are being received. Mr. Self said that Pacific Source tracks their own and that he believes other carriers do the same. Mr. Kreiling and Mr. Sorenson (Blue Cross) concurred. Ms. Dowd added that enrollment data for Idaho would not be available until November.

Any Other Business

Mr. Erstad requested that the YHI Policy Analyst look into ‘resident aliens’.

Chair Weeg asked for the board’s best availability for upcoming meetings, including the financial data. Mr. Kelly said that the third calendar week of the month would be the best. Mr. Self added that the last week of the month we be preferable, as not only would the financials be available, but the carriers would have a good idea of stats for upcoming months.

Sen. Rice noted that after the first of the year there will also be legislation, so Fridays would be his best bet.

Chair Weeg said that an Executive Committee meeting is required prior to the next Board meeting, and that dates and times are to be determined.

Adjournment:

There being no additional business, the meeting adjourned at 2:34pm.

Respectfully signed and submitted by:



Stephen Weeg, Chair