

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

**OUTREACH & EDUCATION COMMITTEE
MINUTES
OCTOBER 14, 2014**

1. COMMITTEE MEMBERS PRESENT

- Ms. Karen Vauk, Chair
- Rep. Kelley Packer, Vice Chair (via teleconference)
- Ms. Margaret Henbest
- Dr. John Livingston

2. OTHERS PRESENT

- Ms. Jody Olson, Your Health Idaho
- Ms. Cheryl Fulton, Your Health Idaho
- Mr. David Chase, Your Health Idaho
- Mr. John Kotek, Gallatin Public Affairs
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Mr. Edwin Vining, Peyron Strategic Communications
- Mr. Jess Stanley, BSU Nursing Student

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 4:00pm, Tuesday, October 14, 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

The Chair called the roll and determined that Dr. Livingston, Ms. Henbest, and Representative Packer (via teleconference) were present resulting in a quorum.

Mr. Shores and Director Deal were absent.

5. APPROVAL OF PRIOR MINUTES

Motion: Representative Packer moved to approve the minutes from the July 22, 2014, August 7, 2014 and September 19, 2014 Outreach & Education Committee meetings as presented.

Second: Ms. Henbest.

The motion carried.

6. O&E ROADMAP REVIEW

Chair Vauk reviewed the O&E Committee Roadmap and asked to remove “present SOW#” from the months of October, December and March.

7. REVIEW OF AGENDA

There were no changes made to the agenda.

8. COMMITTEE SELF EVALUATION

(a) Does the Board have active Committees composed of a small, effective number of members to handle responsibilities of key functional areas? Ms. Henbest said yes, but the key is that the number of members is small enough to be effective and active, but not so small that it’s difficult to get a quorum.

(b) Are Committee appointments and rotations handled effectively and at appropriate intervals? Ms. Henbest said that appointments are happening in a timely manner but there have not yet been rotations. The Chair agreed that the appointments have happened smoothly and naturally.

(c) Does the Committee have a well-defined Charter in place? Dr. Livingston said initially the Committees did not have Charters in place. But the addition of the Charter and Roadmap have been key in keeping the Committees on track and also helps alleviate “committee creep”.

(d) Does this Committee’s meetings and actions align appropriately with its defined charter? Ms. Henbest said yes and she has never felt a struggle though there were some questions around training and tribal engagements in the past. Those have been resolved. Ms. Henbest mentioned that some confusion has stemmed from the fact that the operations role has yet to be clearly defined. Once that is sorted out, it should fall into a more linear path.

(e) Do the frequency and length of Committee meetings meet the needs of YHI? Rep. Packer said yes, the Committee has not met just for the sake of meeting, however there have been extra meetings due to large volumes of information to cover. The Chair said it has been helpful to have Board meetings fall in a more predictable pattern allowing the Committee to align with those. Ms. Henbest wondered if quarterly meetings might make sense going forward. Ms. Owen thinks that eventually this will be a possibility when there are less actions that need to be taken regarding the SOW’s and the activities surrounding those.

(f) Do Committee meetings have written agenda’s and materials related to significant decisions that are provided to Committee members in advance. The Chair said yes and said that YHI staff has done a good job of getting those out in time.

(g) Are Committee meetings conducted effectively and with efficacious allocation of time and resources? Ms. Henbest said they are conducted effectively, but the Committee could do better with the allocation of time and resources going forward. Previously the Committee did what it had to do to get things done.

(h) What suggestions for improvement should this Committee consider? Dr. Livingston said it would help if the Roadmaps and timing of meetings became more set. The Committees themselves can look at the Roadmaps and can consolidate things to use time more effectively and move meetings to a quarterly cadence. Ms. Henbest said that is what the Personnel Committee has done.

9. O&E ACTIVITY PLAN

Ms. Olson reviewed the communication activities for the coming months related to Outreach, Earned Media, Paid Media, Material Development and Consumer Connector Support.

Consumer Connectors are being approved and getting set-up to start the training. Agents and brokers are going through the training modules, Tribal engagement activities are ongoing, social media has started, and the media tour has been pushed back to the week of the 27th due to the CMS Organizational Readiness Review (ORR) this week. The media tour is a type of educational outreach to the news media because many of the reporters that were involved last year know the YHI story and have moved on to other markets. This is an opportunity to educate the new reporters that do not yet know the YHI story. Ms. Henbest asked if it would make sense to hold a press event. Ms. Olson said press calls were held last year when YHI had an important message to get out. When there are topics that are newsworthy, there will be those opportunities.

In November, YHI will be doing outreach with various types of organizations. Television will be launching a few days after “go-live” to allow for resolution of issues that may arise prior to the advertising push. YHI will also begin work on the annual report in November and hold the first open house on “go-live” weekend.

In December, YHI will push the renewal deadlines that people need to be aware of and will finalize the annual report.

Ms. Lyon introduced the “pie in the sky” idea of having real people talk about their experience with YHI and the Marketplace. With the help of Drake Cooper, it was decided that the team talk to agents and brokers who had customers with success stories and have videos created documenting these stories. There is a 5 minute version (for pre-presentations and meetings), a 2 minute version (for website and You Tube) and a 30 second version (for digital media buy). The videos are geographically diverse and none of it was scripted.

Ms. Lyon played the 5 minute version for the Committee.

10. MEDIA UPDATE

Ms. Olson shared the overview of YHI’s messaging on Idaho’s own technology, the cost savings and choices for Idahoans and agents and brokers. Board Chair Stephen Weeg wrote an Op-Ed that ran in the Idaho Statesman and the Post Register. YHI is doing the media tour and continues to do press releases to update the public about important information.

11. TRIBAL ENGAGEMENT UPDATE

Mr. Chase shared the Tribal Engagement progress which included the following key points:

- Working on new Enrollment Counselor (previously called IPA agreements) agreements with all 5 Federally Recognized Tribes. This year only two tribes have signed on.
- Completed Web Content and marketing collateral with input from the Tribal Technical Work Group (TTWG) and web info is going up next week.
- Met in person with the Shoshone-Bannock Tribe and the Shoshone-Paiute Tribe for one last effort to get them to sign YHI's agreement. The full agreement has been rescinded and will move onto a new agreement for 2015.
- Completed Enrollment Events with the Shoshone-Bannock Tribe and the Shoshone-Paiute Tribe. Unfortunately very few people and agents attended either.
- Planning Tribal Technical Work Group (TTWG) for November 3, 2014.

Private health insurance works as a secondary insurance for the tribes. The funding for HIS is about 50% of what they need and tribal members often have to wait for treatment. Mr. Chase and Ms. Visser met with the counsels of both tribes first and discussed, however, it is a difficult issue to discuss but it may evolve over time.

12. TRAINING UPDATE

Ms. Olson updated the Committee on the progress of the YHI Policies and Procedures Training for Agents and Brokers which launched on October 1. As of about a week ago, 748 agents and brokers had signed up for training and 146 had started the training with more beginning training every day.

System training, which involves lessons covering the application and enrollment process, will launch by October 15, 2014.

13. NEXT MEETING

Chair Vauk said the Committee will look for a date the first week of December. Ms. Fulton will send out a poll for times and days that week.

14. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting at 4:59 pm.

Signed and respectfully submitted,



Karen Vauk, Committee Chair