

IDAHO HEALTH INSURANCE EXCHANGE DBA YOUR HEALTH IDAHO OUTREACH & EDUCATION COMMITTEE MEETING MINUTES

Hawley Troxell
December 5, 2013
4:00 PM MT

Following proper notice in accordance with Idaho Code § 67-2343, the Outreach and Education Subcommittee meeting of the Idaho Health Insurance Exchange (Exchange) was called to order by Karen Vauk, Chair of the Subcommittee (Chair), at 4:15pm, Thursday, December 5, 2013, 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 toll-free telephone number that was included in the notice of meeting posted on the Exchange Board's Web site and at the meeting location.

Agenda

Roll Call: Chair Vauk

Present: Tom Shores, Kelley Packer, Margaret Henbest, Mark Estess

Absent: Dave Self, Bill Deal

Others:

YHI: Alberto Gonzalez, Jody Olson

Gallatin Public Affairs: John Kotek, McKenzie Lyon, Jen Visser, Ysabel Bilbao

Burston-Marstellar: Susannah Buckley-Green, Jesse Lewin, Lianne Muldoon (by phone)

Approval of Prior Meeting Minutes

Motion: Mr. Shores made a motion to approve the meeting minutes dated July 18, 2013.

Second: Rep. Packer; motion carried.

Tribal Update

Mr. Gonzalez said YHI and legal counsel have revised the submitted documents from the tribes and sent them back to them for further review. The Sho-pai is the only tribe YHI has not been able to meet. Mr. Gonzalez said a specific IPA program needs to be in place for the tribes, since their logistics are very diverse. In addition, there are also treaties that have been place for many years. These treaties address providing members of tribes with health insurance. These provisions, which also address subsidies, must be respected.

Outreach and Education Update

Ms. Olson reported to the committee that the website received over 14,000 unique visitors last week (a 39% increase from the prior week). The Consumer Resource Center received 854 calls and 48 emails. The Healthcare.gov changes seem to be working. IPA's are reporting success enrolling individuals. Community Outreach continues with 8 presentations planned this week, bringing the total since October 1, 2013 to 98. Chair Vauk noted that a recent CPAC meeting had reflected a much larger general interest in the program.

Ms. Lyon stated that the focus of Outreach and Education events is now shifting from education to the enrollment process. YHI will be reaching out to Agents and Brokers as well as IPAs to staff these events. Mr. Shores added he would be happy to coordinate events with Gallatin and provide them with broker email addresses.

Advertising Update

Mr. Kotek (Gallatin) provided an overview of a "Bridge" advertising campaign of print, digital and radio and stated that with approval Gallatin could have it ready on December 20, 2013 and run it through January 31, 2014. Ms. Buckley-Green added that Gallatin is working with a very short timeline. Gallatin would like committee approval to move forward with production, and be ready if the board agrees that the federal security is okay.

Motion: Ms. Henbest made a motion to move ahead with "Bridge" advertising campaign.

Second: Ms. Packer, motion carried.

Co-sponsored event branding

Chair Vauk stated there is interest from other organizations for co-branding with YHI. They would need to get board approval to work with 'pre-approved' organizations, and develop required criteria to work with organizations not on the pre-approved list.

Ms. Lyon said that an email was sent to committee members with suggested criteria. Ms. Lyon also stated that flyers have already been created to publicize some collaborative events.

Mr. Estess suggested the committee provide guidance and approval on the creation of a process for collaborating with community organizations and co-branding of materials for events.

It was decided that staff would work with Chair Vauk, Mr. Estess and Rep. Packer to create this process and bring back a proposal to the committee meeting.

Ms. Buckley-Green asked if this would have to wait until the next meeting, or could they go ahead and run with it for the next 18 events that are already schedule.

Chair Vauk and Mr. Estess agreed to review the 18 upcoming events and approve or offer changes as needed.

Committee Meeting Schedule Moving Forward

Chair Vauk recommended regular monthly meetings scheduled on the first Thursday of every month at 4pm (with additional meetings as required). The committee agreed.

Other Business:

Mr. Estess asked status of the Scope of Work (SOW) with Gallatin. Ms. Olson informed him it has been signed and completed and they are covered until 1/31/14. Mr. Estess expressed a desire to review the SOW prior to the signing, and suggested this procedure be in place going forward.


Chair Vauk said that this process has not in place for the prior two SOWS. She asked if he would prefer to review this before or after development process. Mr. Estess said it would be a good procurement process to review the SOW prior to development.

Prior to adjourning, Mr. Gonzalez was asked to provide an update on communications with IPAs and Brokers. Mr. Gonzales provided overview of recent webinars with these groups; including one held on December 5 for more than 150 agents. Mr. Gonzalez said he expected the same number of IPA's for a presentation on December 6. Mr. Gonzalez said a survey was sent to consumer connectors and IPA's asking for input regarding any concern, and that during the live webinars these concerns will be addressed.

Adjourn

There being no other business Chair Vauk adjourned the meeting at 5:22pm.

Signed and respectfully submitted by:

A handwritten signature in cursive script, reading "Karen L. Vauk". The signature is written in dark ink and is positioned above the printed name.

Karen Vauk, Chair