

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

**OUTREACH & EDUCATION COMMITTEE
MINUTES
WEDNESDAY, DECEMBER 7, 2016**

1. COMMITTEE MEMBERS PRESENT

- Mr. Jerry Edgington, Chair
- Mr. Tom Shores (via teleconference)
- Ms. Karen Vauk
- Dr. John Livingston
- Ms. Margaret Henbest
- Rep. Kelley Packer (via teleconference)

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. Meghan McMartin, Your Health Idaho
- Ms. Kathy McGill, Idaho Department of Insurance
- Ms. Moriah Nelson, Idaho Primary Care Association
- Ms. Sarah 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 (the Chair), at 3:31 p.m., Wednesday, December 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 roll and determined that Mr. Shores (via teleconference), Ms. Vauk, Dr. Livingston, Ms. Henbest and Rep. Packer (via teleconference) were present, resulting in a quorum. Director Cameron was absent.

5. REVIEW AGENDA

There were no changes made to the agenda.

6. APPROVE PRIOR MEETING MINUTES

Motion: Dr. Livingston moved to approve the minutes as presented from the September 7, 2016, Outreach & Education Committee meeting. **Second:** Ms. Vauk. **The motion carried.**

7. ROADMAP

Ms. Olson said out of conversations from the last meeting, SOW's will be for a 6-month period instead of quarterly. Ms. Fulton will update the Roadmap.

Mr. Shores asked about the status of the Wind Rivers contract. Ms. Olson said that was approved back in June of 2016.

8. OE 2017 UPDATE

Ms. Olson reviewed Open Enrollment 2017 and shared some of the things her team is currently doing and plan to do in the coming months. Currently page views are running a bit lower than they did in the same period than last year, and the website sessions are lower than last year. However, the time on the site is up considerably from last year. We believe that translates to customer being more familiar with the process and taking time to look around and shop for the plan that best suits them. We also had a successful renewal process for customers that were already enrolled which means fewer people needing to go on and shop for a plan, and those people simply going directly into the dashboard to confirm their plans.

Ms. Olson said in addition to tracking website activity, YHI is tracking social media activity. Facebook likes are up about 300 from last year to 2,363 and the reach is about 763,327 which is up over 75,000 from last year. YHI is boosting some posts which has resulted in this increased reach. She shared the top five Facebook posts which included a post about the polls being open on November 8th suggesting people go out and vote and a post on November 18th explaining what happens to Idaho Health Care under Trump. In January, YHI will be doing a Facebook Live event and will be boosting that. We will report back on how that went at the March meeting.

Paid advertising has seen a lot of changes this year. About 45% of messaging will be mass media to generate awareness. 55% is targeted digital to provide high touch opportunities. Digital will address retention and acquisition prior to the December 15 deadline and acquisition after December 15. Radio and broadcast advertising from last year will be reused to save money and mass media will be reduced to 5 weeks this year, down from 11 last year.

Ms. Olson said radio and broadcast advertising began on November 14 after the election was over. This ran for about a week and then stopped during the holiday week. Then it started back up and it will run through the December 15 deadline. Then at the beginning of January, we will start radio and television again, focusing primarily on the end of open enrollment deadline and Super Sign-Up Saturday. In the meantime, digital will be running throughout all of this for consistency. Radio, in both English and Spanish, total about 2,600 spots and will target renewal and acquisition. Television will be about 2,100 spots and will raise brand awareness. Finally, movie theater advertising will also run throughout the state. Ms. Chase added that the buy includes some prime time and some daytime, and does not include much news.

For digital media, Ms. Olson said it will run throughout open enrollment. Ads will show on a variety of sites including newspapers, radio, social media, search engines, Pandora and Hulu. Analytics will be reviewed weekly to allow adjustments for optimal use of high performing ads. And ads are targeted to various audiences and for retention and acquisition. For example, cost messages around the misinsured and the uninsured include the “Bones Break. So Do Bank Accounts.” This is currently YHI’s highest performing ad at 403,000 impressions with 3,000 clicks on Young Invincibles. When we see these top performers, we change things up and use those more than other ads. Choice messages are also targeted to the misinsured and uninsured and focus on retention and acquisition. The Need messages are typically the highest performers. The “Hey, Look Mom No Health Insurance” received a little more than 95,000 impressions, 767 clicks for a click thru rate of .80 which is extraordinary. This is also for the misinsured, the Young Invincibles and the doable (the ones that think it’s too complicated to do alone).

Ms. Olson said YHI is also doing digital video and audio pre-roll on YouTube, Pandora, and HULU for brand awareness. We also have been showing our videos on Facebook. This week, the click thru on our ads are up after a down week last week. We aren’t sure why, but will watch it and look for possible correlations.

Finally, for digital media, one of the things planned is Front Page takeovers on several newspaper websites on 12/12 and focused around the 12/15 deadline and then again on 1/30 focusing on the 1/31 deadline.

Ms. Olson commented on the statewide grassroots activities and said they are doing very well. Ms. Blagajcevic is currently out in the midst of it right now building this network and some of the ideas we have talked about over the past few years are finally coming to life. We have distributed over 50,000 bookmarks and other marketing pieces, compared to 3,000 last year, to libraries, school districts, labor offices and foodbanks throughout the state. The Chair asked if there is a way to measure the effectiveness of the grassroots efforts. Ms. Olson said over all, it is difficult to measure, however we suspect it will show up in enrollment numbers. And we can add these other options to the market survey. Faith based activities have included the Latter-Day Saints, the Catholic Diocese, the Jewish Outreach and the refugee population. Ms. Vauk asked if the refugee population is typically qualified and Ms. Olson said yes.

Finally, we have the Super Sign-Up Saturday in January and our participation goal is 200 agents. Currently we have 91 agents signed up, up from 68 a week ago.

Mr. Shores said that the Super Sign-up Saturday has not produced much traffic and he wonders what we will be doing this year to help increase traffic. Ms. Olson said we will have the radio live spots in studio the week before, a Facebook Live session, radio PSA’s the week before and the flyers and postcards that are going out to agents and brokers to promote it. In addition, the IPCA and other enrollment organizations will be setting up appointments for Super Sign-up Saturday with agents.

Dr. Livingston asked about the Catholic outreach and how we work with them. Ms. Olson said YHI placed an ad in the bulletin and then they put their parishioner/agent names out in the lobby for them to contact if they need assistance. The diocese did palm cards in their churches. Mr. Kelly mentioned that the DOI might be able to help with promoting the Super Sign-up Saturday

along with some existing communications with their agent network. Ms. McGill said she would look into it.

9. DIGITAL ADVERTISING REVIEW

Ms. Olson said the advertising on YHI's website is installed and operational. Currently, we have sold 907,511 impressions out of 3.6 million available. As of November 30, ads have generated 171,337 impressions and 214 clicks. Ms. Olson said we had four agents that had reached their impression buy in the month of November and so their ads were shut off and then put back up on December 1. Ms. Olson received a testimonial from one new agent that said out of his 5-6,000 impressions, he got numerous clicks and phone calls and wrote up three policies because of his ads. We have 19 contracts, mostly with agents, in process or completed and the majority of those contracts are for open enrollment.

10. SOW #16 REVIEW

Ms. Olson reviewed SOW #16 and noted that Gallatin Public Affairs continues to provide strategic messaging support as well as legislative education, issue tracking both at the state and federal level and state and federal policy tracking. They will continue to do this through the end of the fiscal year in June with a budget not to exceed \$23,000.

Ms. Olson said GS Strategies is engaged with YHI, Gallatin Public Affairs and Drake Copper offering research interpretation and messaging support for advertising, earned media and outreach. They will continue to do this for us through the fiscal year with a budget not to exceed \$7,500.

Ms. Olson said this SOW does include a market survey in February in the amount of \$42,000. This is that instrument that we can expand to include some of the earlier items discussed.

Ms. Vauk asked with the unknowns in front of us, what will we get back in February that will be useful? Ms. Olson said we have done multiple surveys in the past and this year we are just doing one. Because of the uncertainties, this provides us with the opportunity to get opinions, attitudes and desired demands for the ACA. Ms. Vauk said it's important to only ask questions that we can act on. The Chair added that this is a very good point and he wonders with the timing during the legislative session, what comes out of this might be useful to the legislators. Mr. Kelly added that with the relationship YHI has with Gallatin Public Affairs, we can leverage the legislature and delegations to help shape these questions which will then help frame policy.

The Chair said he hopes there is an effort to understand what the impact is on human lives, to have coverage accessible and affordable relative to health outcomes and the benefit to the community. He said he is hopeful the policymakers will look at that before making decisions.

Dr. Livingston said that is very close to being political and he has wondered that himself. There have been huge claims made to the value of something with no basis for it, which is very disappointing. We must be very careful how we do that.

Ms. Henbest said if this information that comes out of the survey is valuable to the legislators and she hopes that Gallatin would help us navigate this carefully and appropriately.

The Chair agreed, this is not a political or policy-making body. This is an exchange that offers excellent service and we are charged with making decisions that benefit our customers.

Motion: Ms. Henbest moved that the Outreach & Education Committee recommend SOW #16 in an amount not to exceed \$72,500 to the Board of Directors for approval. This Scope of Work falls within the global Outreach & Education budget already approved by the Board. The length of the SOW would be for January 1, 2017 through June 30, 2017. **Second:** Ms. Vauk. **The motion carried.**

Ms. Olson shared the next steps which include continuing to monitor paid advertising and adjust to maximize effectiveness, particularly around the digital. We will continue to build outreach networks to reach more Idahoans at the grassroots level. These do not end with open enrollment and will continue year round. We will implement an effective Super Sign-up Saturday event in January. We will use e-mail blasts and phone calls to help convert individuals in our system to enrollments. We will continue the advertising sales program to build additional revenue stream. And we will complete market research survey for review at next meeting.

11. NEXT MEETING

Chair Edgington noted that the next meeting is anticipated to take place in early March 2017.

12. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting at 4:21 p.m.

Signed and respectfully submitted,



Jerry Edgington, Committee Chair