

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

**OUTREACH & EDUCATION COMMITTEE
MINUTES**

DECEMBER 10, 2015

1. COMMITTEE MEMBERS PRESENT

- Mr. Jerry Edgington
- Mr. Tom Shores
- Ms. Margaret Henbest (via teleconference)
- Dr. John Livingston
- Rep. Kelley Packer (via teleconference)
- Director Dean Cameron

2. OTHERS PRESENT

- Ms. Jody Olson, Your Health Idaho
- Mr. Pat Kelly, Your Health Idaho
- Ms. Karla Haun, Your Health Idaho
- Ms. Meghan McMartin, Your Health Idaho
- Mr. David Chase, Your Health Idaho
- Ms. Cheryl Fulton, Your Health Idaho
- Mr. Trent Cummins, Your Health Idaho
- Ms. McKinsey Lyon, Gallatin Public Affairs
- Ms. Susan Becker, 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 (Chair), at 4:01 p.m., Thursday, December 10, 2015, 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 Mr. Shores, Dr. Livingston, Rep. Packer (via teleconference), and Director Cameron were present resulting in a quorum.

Ms. Henbest joined the meeting at 4:04. Ms. Vauk was absent.

5. APPROVAL OF PRIOR MINUTES

Motion: Mr. Shores moved to approve the minutes from the August 31, 2015, Outreach & Education Committee meeting with a correction relevant to the attendance of Director Cameron.

Second: Dr. Livingston.

The motion carried.

6. O&E ROADMAP REVIEW

The Chair asked if there were any questions or concerns about the roadmap. Ms. Olson said later in the year we will conduct the self-evaluation of Committee members again.

7. REVIEW OF AGENDA

There were no changes made to the agenda.

8. OPEN ENROLLMENT 3

Ms. Olson reviewed the training that has occurred and the training that is coming up in January. The training team conducted training on the renewal processes & technology updates in September, the live application training & practices (sandbox) in October, and the open enrollment updates in November. In preparation for tax season, the January sessions will cover the 1095 reporting form and what to expect from the IRS. Training sessions will be held in Coeur d'Alene, Boise, Twin Falls, Pocatello, and Idaho Falls.

Ms. Olson said that in order for an agent or enrollment counselor to attend the training sessions, they need to complete certification. Currently, YHI has 929 agents and 96 enrollment counselors who are certified and able to attend the sessions should they desire to. Regarding the trainings that have already occurred, the attendees were happy with the results and found the information valuable.

Dr. Livingston asked if the agents have a dedicated phone line for questions. Ms. Olson said no, hopefully the agents are using the tools available, but we will bring the issue back for review and discussion for OE 2017. The existing process seems to be working, call volumes have reduced, and if the agents are using the tools provided, it should work well.

Paid advertising currently consists of three television spots (including the new television ad, The Wilson Family Reunion), three radio spots, and four digital ads. The ads have the same tone and feel as last year, in that the characters are approachable, the tone is calm, etc. Cinema advertising starts in December during the busiest movie viewing time of the year. Ms. Becker said it is a very strategic placement for the spots and will appear all over Idaho.

Mr. Shores asked if there is a way to track where consumers are seeing the ads. Ms. Olson said no, there is not a survey during the calls to the call center. But following open enrollment there will be a market survey that will ask them about advertising.

Ms. Olson continued with the agent co-op advertising program. There is much interest by the agents in this program and this is moving forward with a variety of print, radio, and email pieces (both in English and Spanish).

YHI is in the process of coordinating a “Super Sign-up Saturday” on January 16th. On the website, YHI will have a message that says click here to find an agent or broker for Super Sign-up Saturday, and agents will be doing open houses across the state that day from noon to 5:00 p.m. Ms. McMartin shared YHI already has over 35 agents signed up in just the first four days. Ms. Olson said this is a way to support the agents in building their book of business. Ms. Olson shared the website analytics. She said this is challenging because of where YHI is in the open enrollment process. YHI is tracking about 14 days behind last year and is a bit out of phase. That being said, YHI had 3.93M page views for 2014 and 2.86M for 2015. Average time spent on the site was about the same during both years. The overall visits to the site were 684,592 for 2014 and 538,166 for 2015 and YHI is starting to see that ramp up. She said she will have updated comparisons at the Board meeting next week.

9. EXECUTIVE SESSION

Motion: The Chair moved that the Committee enter into Executive Session pursuant to Idaho Code Section 67-2345, convene in Executive Session to consider records that are exempt from disclosure under YHI’s public records policy and Idaho’s public records act pursuant to Idaho Code Section § 74-206 (1)(d).

Executive Session Roll Call: The Chair called the roll and determined that Mr. Shores, Ms. Henbest (via teleconference), Dr. Livingston, and Rep. Packer (via teleconference) were present resulting in a quorum.

Ms. Vauk was absent.

The Committee entered into Executive Session at 4:26 p.m. and reconvened at 4:48 p.m. The Committee took no final actions nor made any final decisions while in executive session.

10. SOW #11 UPDATE

Ms. Olson said SOW #11 was approved for \$743,000 compared to an updated forecast spend of \$650,500. The forecast includes actual spend to date thru November. SOW #11 runs October 1 - December 31, 2015. Creative fees up to \$935,000 that were approved, but not spent for SOW #10, are being spent in SOW #11. The forecast is that \$825,000 of this amount will be spent.

Ms. Olson reviewed the line items in the SOW which included one specific item of note around project management. YHI staff has taken over much of the work that was previously done by vendors, so that number is down considerably.

11. SOW #12 REVIEW

Ms. Olson reviewed SOW #12 and said this shows YHI’s trajectory to self-sustainability. This is a much reduced Scope of Work. She said noticing contemplates sending out notices to 65,000 households which allows room for 1095’s and any additional unforeseen notices that may need to be sent.

Mr. Shores asked about the mailing costs and if these are shared with DHW. Ms. Olson said these are YHI’s only. Mr. Shores suggested we spot check those notices before they go out.

Director Cameron asked where the co-op advertising development falls. Ms. Olson said this falls into SOW#11 creative. There is no shared cost in the placement of the ads as the agent is responsible for all costs related to the placement of the ads.

Motion: Mr. Shores moved that the Outreach and Education Committee recommend SOW #12 in an amount not to exceed **\$164,000**, to the Board of Directors for approval. This Scope of Work falls within the global Outreach & Education budget approved by the Board.

Second: Dr. Livingston.

The motion carried.

12. NEXT MEETING

The next meeting of the Outreach & Education Committee will be held in early March 2016.

13. ADJOURN

There being no further business before the Committee, the Chair adjourned the meeting 4:57 p.m.

Signed and respectfully submitted,

A handwritten signature in black ink, appearing to read 'J. Edgington', is written over a horizontal line.

Jerry Edgington, Committee Chair