

**IDAHO HEALTH INSURANCE EXCHANGE
MARKETING/OUTREACH COMMITTEE
MINUTES
May 1, 2013**

Idaho Health Insurance Exchange Marketing/Outreach Subcommittee convened at:
PacificSource Health Plans
408 E. ParkCenter Blvd., Suite 100
Boise, Idaho 83706

SUBCOMMITTEE MEMBERS PRESENT

Mark Estess, Chair
Dave Self
Karen Vauk

TELECONFERENCE

Representative Kelley Packer
Tom Shores

NON-VOTING & EX-OFFICIO MEMBER PRESENT

Director William Deal

OTHERS PRESENT

Lane Packwood
Tricia Carney
Dave Jeppesen
Eileen Mundorff
Randy Tan
Jacquelyn Hanners
Lori Dunaway
Heidi Low
Alicia Ritter
Kathy McGill
Moriah Nelson
Cathy McDouglas

CALL TO ORDER

Following proper notice in accordance with Idaho Code, Section 67-2343, and pursuant to call by the Chairman, the Subcommittee meeting of the Idaho Health Insurance Exchange was called to order by Mark Estess, Chairman of the Subcommittee, at 9:00 am, May 1, 2013, at PacificSource Health Plans office, 408 E. ParkCenter Blvd., #100, Boise, Idaho.

ROLL CALL

Mark Estess called the roll. Roll call showed **three (3)** members present, **two (2)** members present by teleconference. With **five (5)** voting members present, Chairman Estess declared a quorum.

AGENDA AMENDMENTS

Chairman Estess opened the floor for any amendments pertaining to the agenda. There being none, the Subcommittee advanced to the next order of business.

ADOPTION OF MINUTES FROM SUBCOMMITTEE MEETING ON APRIL 23, 2013

Motion: Mark Estess moved that the minutes for the April 23, 2013, Subcommittee Meeting be adopted as prepared.

Second: Karen Vauk

Roll Call Vote:

Ayes: **Mark Estess, Dave Self, Karen Vauk, Representative Kelley Packer and Tom Shores**

Nays: None

Motion Carried

SCOPE OF WORK

Review of documents
Generate list
Create timeline

Minutes to reflect that Director William Deal of the Idaho Department of Insurance joined the meeting at 9:30am.

DOMAIN NAME FOR WEBSITE

Discussed website name. Proposed InsuredIdaho.com. Subcommittee will present to the Exchange Board on Thursday, May 9, 2013.

Motion: Tom Shores moved that proposed website name be submitted to the Board.

Second: Representative Kelley Packer

Roll Call Vote:

Ayes: **Mark Estess, Dave Self, Karen Vauk, Representative Kelley Packer and Tom Shores**

Nays: None

Motion carried.

RECOMMENDATIONS TO THE BOARD

Discussed changing name of this committee from Marketing/Outreach to Outreach & Education. Subcommittee will present to the Exchange Board on Thursday, May 9, 2013.

Motion: Dave Self moved that this committee name change be submitted to the Board.

Second: Karen Vauk

Roll Call Vote:

Ayes: **Mark Estess, Dave Self, Karen Vauk, Representative Kelley Packer and Tom Shores**

Nays: None

Motion carried.

Discussed creating an Advisory committee to handle tribal issues. Subcommittee will present to the Exchange Board on Thursday, May 9, 2013.

Motion: Dave Self moved that this subcommittee present the creation of an Advisory Committee be submitted to the Board.

Second: Tom Shores

Roll Call Vote:

Ayes: **Mark Estess, Dave Self, Karen Vauk, Representative Kelley Packer and Tom Shores**

Nays: None

Motion carried.

HEALTH BENEFIT EXCHANGE CONFERENCE 5/21 & 5/22/13

Mark Estess, Amy Dowd and Dave Self will be attending this conference in Denver.

SUBCOMMITTEE MEETING DATE

May 3, 2013 from 1:00-3:00pm.

ADJOURNMENT

The next meeting of the Idaho Health Insurance Exchange Marketing/Outreach Subcommittee is scheduled to be held May 3, 2013. There being no further business to come before the Subcommittee, Chairman Estess adjourned the meeting at 11:00am.

Respectfully signed and submitted by:

Mark Estess, Chairman

