

**IDAHO HEALTH INSURANCE EXCHANGE**  
**OUTREACH AND EDUCATION COMMITTEE**  
**Meeting Minutes**

**July 9, 2013**  
**8:00 AM – 10:00 AM**

Hawley Troxell Offices  
877 Main Street, Suite 1000  
Boise, Idaho

**SUBCOMMITTEE MEMBERS PRESENT**

Mark Estess, Chairman  
Dave Self  
Tom Shores  
Kelly Packer

**ABSENT**

Karen Vauk - Vacation

**OTHERS PRESENT**

Amy Dowd  
Rick Moran  
Jody Olson  
Alberto Gonzalez

**CALL TO ORDER**

Following proper notice in accordance with Idaho Code, Section 67-2343, and pursuant to call the by the Chairman, the Subcommittee meeting of the Idaho Health Insurance Exchange was called to order by Mark Estess, Chairman of the Subcommittee at 8:04am, July 9, 2013, at the offices of Hawley Troxell, 877 Main Street, Boise, Idaho.

**ROLL CALL.**

Dave Self called the roll. Roll call showed four (4) members present, one (1) member present by teleconference. With four (4) 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.

## **REVIEW AND APPROVAL OF MEETING MINUTES FROM JUNE 4, 2013**

Chairman Estess asked if there were any amendments required to the meeting minutes dated June 4, 2013, there being none, a motion was made to accept the minutes.

Motion: Kelley Packer: I move to accept and approve the meeting minutes for June 4, 2013.

Second: Dave Self, Motion carried.

## **INTRODUCTIONS**

Amy Dowd introduced the new exchange team members, Alberto Gonzalez (Operations Project Manager) and Jody Olson (Director of Marketing and Communications). Chairman Estess then introduced the O&E Vendor Gallatin, who presented their staff.

## **CPAC Update:**

Jody Olson said that at a meeting held on July 8, 2013, Gallatin presented their scope of work through the mid-August.

## **IT Committee Update**

Amy Dowd stated that the meeting held on July 3, 2013 concentrated on the selection process of the PS vendor for Track 1, Call center function, consumer connector program and procurement process for solution on Track 2. A finalist has not been announced.

## **Connector Program Development Update**

Alberto stated that the Consumer assistance program needs to be up and running by October 1, 2013. Most states are not familiar with an Exchange Program (Gallatin will help with this) consisting of a 3 tier strategy.

1. Certified Application Counselors
2. Navigators/ In Person Assistor
3. The consumer is then a referred to a Licensed Broker

We would like to proceed in moving forward with setting this up as we only have 95 days to do this, with special attention that any agencies that represent us are culturally available. We think that the website will be helpful for most people, but there are also studies that

say that some people still require a LIVE person on the phone. Don't think the call center will fill this need.

Amy stated that the agency would be a Primary or Partner; and a letter of interest will go out then they will meet with the interested parties. There is a parallel going on here where some entities may have already been awarded some grant monies. We also need to find out how they are financially available.

Dave Self: Be sure, for example, that education for August 2015 would need to be in place by August 2014. It will not be cut back, but needs to be incorporated into our sustainability program.

Tom Shores: We have already started looking at partners; banks, hotels, etc. where we would have assistors available. We are in the process of getting agents that are interested in the exchange within the next 2 weeks.

The referral program would need to be collaborated with Blue Cross, Regence, etc.  
Tom Shores – we would ensure that that every broker is familiar with all the programs.

#### **Training and Certification Update**

Alberto stated that training certification needs to be in place, and there may also be a federal training requirement – he will find out. CCIIO will be meeting about this subject soon.

Mark: Would it be possible to have a white board meeting this week, where these issues could be hashed out? I would like to see if anyone else is interested in this idea.

Dave Self: I agree, anything we can do accelerate this; especially from an insurance view.

Kelley: I also agree with this idea due to our time constraints.

Amy: We do have some other commitments with our Professional Services provider this week, where we know the Professional Services vendor will be helping us with the framework of this; preferably early next week.

It was decided that a work group meeting would be held prior to a joint IT/O&E meeting next week: Amy: I would like to propose that we send out letters of interest first.

Dave Self: Recommend that Board members not be involved in the work group, Kelley Packer seconded.

Tom Shores stated that even if board members are not involved, he would like representation there. Gallatin would also like to see Idaho specific research regarding insurance.

#### **Training & Certification Update**

Alberto stated our PS vendor will assist with the training certification, and certification will be tied to the training. This will be an agenda item for next week with additional elaboration from Alberto Gonzalez.

#### **Call Center Update**

Alberto shared that the minimum criteria included:

- Establish toll free #
- Cloud based system
- Would like in 90 days
- Ability to scale up quickly is needed
- Web based routing
- Language lines
- Cost of the call center (staffing, infrastructure)
- Management and oversight, ability to monitor calls

Building on these minimum criteria, then moving towards Track 2

Kelly Packer stated that the constituents in Idaho need to be shown that no state funds are being used for the call center.

Amy stated that, for example, if Health and Welfare were to be a vendor to the exchange; they would establish a memorandum of allocation so there is no cross-over with state resources. WE will be using grant money and no state money is being used.

She further reported that the exchange is doing some cost projections in July, and they would like to continue, and return with supporting documents. We would hope that this could be available during the OE/IT meeting with cost allocation break-downs.

#### **Agenda for Next Meeting**

Working Meeting then Joint Session for OE/IT meeting

#### **Set Time for Next Meeting**

Approx. 1pm on July 16<sup>th</sup> for a Work Group Meeting, followed by the joint OE/IT subcommittee meeting on July 18<sup>th</sup> in the morning.

**Other Business**

**Adjourn: 9:24am**

**Dave Self: Motion to adjourn**

**Second: Tom Shores**

Respectfully signed and submitted by:

  
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Mark Estess, Chairman