Minutes

Idaho Health Insured Exchange Board Committee Meeting

Date: Tuesday August 13, 2013

Time: 8:30am

Place: Idaho State Capitol Building, 4th Floor Senate Room

Members Present:
Chair Stephen Weeg, Zelda Geyer-Sylvia, Karen Vauk, Scott Kreiling, Hyatt Erstad, Dave Self, Frank Chan, Jeff Agenbroad, Kevin Settles, Fernando Veloz, Dr. John Livingston, Senator Jim Rice, Representative John Rusche, Representative Kelley Packer, Tom Shores, Margaret Henbest, and Mark Estess (via phone)

Non-voting and ex-officio members: Richard Armstrong, Director of Health & Welfare, and William Deal, Director of the Department of Insurance.

Convened: Chair Stephen Weeg called the meeting to order at 8:35am. He referenced a recent erroneous media report about the Exchange, and assured the board that that corrections had immediately been distributed to the media; with the assurance that there is no delay expected on the October 1st enrollment date.

Roll Call:

Roll call showed nineteen (19) members present, with seventeen (17) voting members present and two (2) non-voting members present.

Public Comment Period: None

Review of Agenda: Chair Stephen Weeg noted the number of Agenda items scheduled, and reminded everyone we are on a very tight timeframe.

Adoption of Minutes from Board Meeting dated 7/25/13:
Chair Stephen Weeg asked the board to review and adopt the minutes. Kelley Packer requested the minutes reflect her no-vote on the Outreach & Education agenda item.
Committee voted all in favor.

8/1 Consumer Assistance Design Review Outcomes

Amy Dowd reiterated that the Exchange is on track and ready for Oct 1st. She informed the board that the website launch will happen next week (August 20 @ noon) at the Capitol with Governor Otter, and she invited all the board members to attend.

On August 1st CCIIO held an outreach and education design review meeting with the Exchange, and CCIIO approved the communication program without any questions, although they noted some gaps. The Exchange will be addressing these gaps as expeditiously as possible working closely with H&W. Director Armstrong said that his team had been assisting the exchange, and they believe the gaps will soon be covered. The board members had all received the draft transition timelines, and the Exchange must meet those milestones. The next item is to prepare the RFP for the Phase II solution vendor.

Idaho State Exchange Strategy Map and Characteristics of Success

Chair Stephen Weeg presented the strategy map and emphasized that the exchange goal is to create a cost effective, efficient, effective program that is state-based, and run by Idahoans, for Idahoans.

A comment was raised about contingency planning. If there is a problem with the federal platform, the exchange should see if there is a fallback option, but for now everything is going ahead as planned. It was requested by the Board that there be a future agenda item on the topic of "what ifs".

It was agreed that the carriers would share their enrollment projections with the Director of Finance of the Exchange.

Outreach and Education Contract Extension

John Kotek from Gallatin reported the website is in the final stages, the branding complete, and the Spanish translation is going well. The exchange communications plan has been prepared and reviewed by HHS/CCIIO. They will be assisting the exchange to interface with the federal eligibility and enrollment platform and are working on statewide commercials.

Plan and Budgeting for Phase 1 are nearly ready to go, along with the communications plan. It will be important to have periodic assessments to assure we are on-track; and/or modify our goals. As far as branding and key messaging goes, key messages will be adjusted per marketplace feedback. Susannah stated they need to be HIPAA compliant, and they want to highlight positive stories, possibly holding back some video testimonials for 2015. They will

ensure there is a nice sampling of all related material so the public is aware of the different facets.

Gallatin is in the process of working on statewide TV specials, and expects a large amount of content via interactive social media. This media will be monitored by Gallatin, and is updated daily with input from Jody Olson, to cover every response. Susannah assured the board that they are monitoring keywords on all internet sites should a negative comment be posted, and would be able to react in a timely manner. She said that the intention is to ensure that the content is fair and accurate, and our consumer connectors will be trained to explain what this actually means to individuals. The Exchange will be making sure that all individuals will know that we are not Medicaid, but where to get it.

We are continuing to use community organizations like CPAC, and the exchange is in touch with Director Deal and his team on an on-going basis.

Susannah explained that many states have utilized multiple Level 1 grants to fund Exchange development, and that Idaho's upcoming project needs exceed $70M, with funds beyond the current$20.3M being required before the New Year.

The current Gallatin contract ends on 8/16/13. When the initial contract was awarded for a 6 week period, it was understood that there would be a contract extension based upon satisfactory performance.

Amy Dowd added that the exchange is guided by CMS/CCIIO and there is no planned advertising from the Feds for Idaho. The exchange had also looked with a critical eye to trim the Gallatin contract and reduced the original proposal from Gallatin by $700k.

Zelda Geyer-Silvia said that Blue Cross has been advertising; but they have not had contact from Gallatin. She believes the paid media could be used more collaboratively. Gallatin welcomed collaborative information and Jody Olson offered to coordinate with Blue Cross, Gallatin, and other carriers' media plans.

Stephen Weeg, Chair, asked what other strategies were available that do not involve making an advertisement (especially prior to Oct. 1st). He asked if the board could get a timeline.

It was requested that that the exchange put together a presentation that works with all the carriers and that would be available throughout the state.

Motion: Margaret Henbest made the motion that the board agree to a contract addendum for Gallatin that would not exceed $5.7M, effective August 19, 2013 – April 15, 2014.

Second: Jeff Agenbroad

Abstain: Scott Kreiling and Zelda Geyer-Silvia

Consumer Connector Program

Alberto Gonzalez stated that the Phase 1 grant will cover Idaho's in-person assister program. The Exchange will have to fund two navigator programs in 2015, after it has generated funds to do so. The assisters will provide immeasurable assistance to the public, including preparation of application, helping individuals find out if they qualify for affordability programs. If eligible, they will assist the consumers with self enrollment.

The assisters will have to complete background checks and fingerprints, and will be required to attend 20 hours of training, with yearly re-certification. "Train the trainer" training will be provided in 3 locations the week of August 26, 2013. Alberto deferred to the exchange legal counsel regarding any required bonding. The Exchange will form agreements with the Idaho Hospital Association, Idaho Primary Care Association, Idaho Association of Counties, Idaho Community Action Partnership, Health Districts, Mountain States Group, 211 Careline, and Idaho Tribes.

Motion: John Rusche motioned to approve the CCA requirement to proceed in finalizing IPA agreements (to provide in-person assistance services on behalf of the exchange), and a budget in an amount not to exceed $1.7M.

Second: Scott Kreiling

Abstain: Margaret Henbest

Motion carried.

Exchange Name and Logo Update
Amy reiterated that the webpage launch is scheduled for Aug. 20th at Noon at the Governor's Office and all information will be kept proprietary until launch time.

Phase 2 Technology Procurement

PCG has started on the first draft RFP (due August 30, 2013). There will need to be a selection committee to review and score submittals; comprising approximately 5-7 committee members, each contributing up to 100 hours. The selection committee would make recommendations to the Executive Director for her approval, with the final selection and budget being submitted to the board (with long term projected costs being in place). The board will have oversight of the operational cost.

Mike Stoddard, Hawley Troxell stated there will need to be changes to the interim procurement policy.

Motion: Jim Rice moved to continue to develop RFP, with the Executive Committee working with the Executive Director to finalize the process, the proposal review team, and the scoring criteria re: 70/30 criteria.

Second: Dave Self, motion carried

8/15 Grant Application

Christian Jones from PCG presented a white paper that discussed the three key aspects for procuring Phase 2 technology to support the exchange. The current Level 1 Grant is for $20.3M, with upcoming project needs exceeding $70M; with the IT system build requiring the largest part of the grant. He also stated that many states have utilized multiple Level 1 grants to fund exchange development.

1. Procurement strategy (for the RFP)
2. Procurement evaluation plan (PEP)
3. Proposed procurement schedule

Motion: John Rusche moved to approve the grant application for an additional $50 million of Level 1 grant funding.

Second: Margaret Henbest

Quorum (14 present, 2 non-voting)

Abstain: Zelda Geyer-Silvia, motion carried

Employee Benefits

On behalf of John Livingston, Chair, Hyatt Erstad presented the recommendations that had been approved by the Operations Committee regarding exchange employee benefits. The goal is provide a standard, yet competitive benefit package at the exchange which would assist with attraction and retention of employees.

The package included offering a Simple IRA, a PPO 80/20 health program through Regence, a PPO 100/80/50 plan through Delta Dental, and optional Life Insurance and FSA accounts.

Motion: John Rusche moved to approve the program as recommended.

Second: Tom Shores

Abstain: Zelda Geyer-Silvia, Dave Self

Adjournment:

There being no further business to come before the Exchange Board, Chair, Stephen Weeg adjourned the meeting at 12:52pm.

Respectfully signed and submitted by:

Stephen Weeg, Chairman