

**IDAHO HEALTH INSURANCE EXCHANGE
OUTREACH & EDUCATION SUBCOMMITTEE**

MINUTES

May 14, 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

Heidi Low
Josh Jordan
Moriah Nelson
Heidi Traylor
Kathy McGill
Tim Olson
Lee Flinn
Lane Packwood
Cathy McDougall
Randy Simon

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 8:01am, May 14, 2013, at PacificSource Health Plans office, 408 E. ParkCenter Blvd., #100, Boise, Idaho.

ROLL CALL

Dave Self 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.

BOARD APPROVALS

The Health Insurance Exchange board on May 9, 2013 approved the name change of this Subcommittee from Marketing/Outreach to Outreach/Education.

The Health Insurance Exchange board approved two (2) advisory committees to be appointed through this Subcommittee to be named Community Partnership Advisory Committee (CPAC) and Subject Matter Expert Advisory Committee (SMEAC).

SCOPE OF WORK

Request for RFI was released on Friday, May 10, 2013. Responses are due by 5:00pm on May 16, 2013. The Subcommittee will review the submitted RFI's at their next meeting on May 17, 2013.

Discussed RFP's to be posted. The Subcommittee will review the RFP document at the next meeting on May 17, 2013 and possibly be ready to be posted the week of May 20, 2013.

Director William Deal stated that the Department of Insurance will be sending out news releases with the basic terms of the Health Exchange.

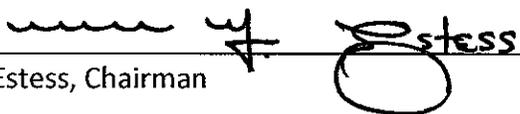
SUBCOMMITTEE MEETING DATE

May 17, 2013 from 9:00am to 11:00am at the offices of Hawley Troxell in Boise.

ADJOURNMENT

The next meeting of the Idaho Health Insurance Exchange Marketing/Outreach Subcommittee is scheduled to be held May 17, 2013. There being no further business to come before the Subcommittee, Chairman Estess adjourned the meeting at 9:03am.

Respectfully signed and submitted by:



Mark Estess, Chairman