

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

MINUTES

May 17, 2013

Idaho Health Insurance Exchange Marketing/Outreach Subcommittee convened at:
Hawley Troxell Ennis & Hawley Law Office – 877 W. Main Street, Suite 1000
Boise, Idaho

SUBCOMMITTEE MEMBERS PRESENT

Mark Estess, Chair
Dave Self
Karen Vauk

TELECONFERENCE

Representative Kelley Packer
Tom Shores

OTHERS PRESENT

Heidi Low
Josh Jordan
Moriah Nelson
Heidi Traylor
Kathy McGill
Tim Olson
Lee Flinn
Lane Packwood

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 9:16 am, May 17, 2013, at Hawley Troxell Law office, 877 W. Main Street, #1000, 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.

Meeting Minutes

Dave Self moved and Kelley Packer seconded. The minutes were unanimously approved.

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.

SCOPE OF WORK

Chairman Estess gave an overview of the subcommittee member meeting packets and reported that 8 responses were received for the Request for Information (RFI).

Members discussed process in which to evaluate each response and an evaluation scorecard and criteria was enclosed in each packet.

Subcommittee members are to read each response using a competency analysis and submit their evaluations to Tom Mortell by Monday, May 20th at 9am. The responses will be paired down to up to three and those respondents will be sent a Request for Proposal (RFP).

The subcommittee discussed the possibility of breaking the work into different areas such as:

- Market research/branding/media plan
- Digital strategy
- Web design and hosting

Members discussed, and agreed that the outreach and education task of the subcommittee differs from the training for brokers and navigators/assisters. The need for public relations is different from the special training needed for brokers and navigators.

ADVISORY COMMITTEE UPDATES

Karen Vauk gave an update on the first Community Partnership Advisory Committee (CPAC). The group has started reaching out to community groups to ensure that the various constituencies in Idaho are represented.

Upcoming CPAC meetings will be:

- Monday, May 20th at AARP Idaho office from 10:00-11:30am.
- Tuesday, May 28th at AARP Idaho office from 10:30-Noon.

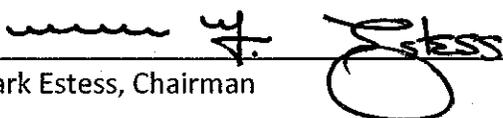
SUBCOMMITTEE MEETING DATE

May 24, 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 24, 2013. There being no further business to come before the Subcommittee, Chairman Estess adjourned the meeting at 10:12 am.

Respectfully signed and submitted by:



Mark Estess, Chairman