

**IDAHO HEALTH INSURANCE EXCHANGE
MARKETING/OUTREACH COMMITTEE
MINUTES
May 3, 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
Tom Shores

TELECONFERENCE

Representative Kelley Packer
Karen Vauk

NON-VOTING & EX-OFFICIO MEMBER PRESENT

Director William Deal

OTHERS PRESENT

Tim Olson
Eileen Mundorff
Jill Wattson
Ken Stoltz
John Foster
John Buzzell
Heidi Low
Alicia Ritter
Josh Jordan
Kathy McGill

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 1:02pm, May 3, 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.

ADOPTION OF MINUTES FROM SUBCOMMITTEE MEETING ON MAY 1, 2013

Motion: Mark Estess moved that the minutes for the May 1, 2013 Subcommittee meeting be adopted as prepared.

Second: Dave Self

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 sent by Lindsay Peugh, CMS contact.

Correlates with the workplan and blueprint that was discussed in the previous meeting.

1. First plan – design and review assessment.
2. Second plan – draft work plan.
3. Third plan – new contracts and agreements.

Minutes to reflect that Director William Deal of the Idaho Department of Insurance joined the meeting at 1:13pm.

SCOPE OF WORK (CONT.)

Chairman Estess recommended an Advisory Committee to this subcommittee to assist with meeting the specific HHS/CMS work product deliverables. Chairman Estess requested that subcommittee members and DOI submit names to him by the end of business day on Friday, May 3, 2013 of individuals that possibly would be interested in serving as subject matter experts on this Advisory Committee.

The subcommittee also discussed options for compiling a list of interested vendors.

RECOMMENDATIONS TO THE BOARD

Discussed recommendation to Exchange Board to changing name of this committee from Marketing and Outreach to Outreach & Education.

SUBCOMMITTEE MEETING DATE

May 7, 2013 from 10:00-11:00am.

ADJOURNMENT

The next meeting of the Idaho Health Insurance Exchange Marketing/Outreach Subcommittee is scheduled to be held May 7, 2013. There being no further business to come before the Subcommittee, Chairman Estess adjourned the meeting at 2:10pm.

Respectfully signed and submitted by:



Mark Estess, Chairman