



## **DC Health Benefit Exchange Authority Executive Board Meeting**

**Wednesday, January 8, 2014**

**One Judiciary Square, 441 4th Street, NW, Suite 820 N**

**Members Present:** Dr. Henry Aaron, Dr. Leighton Ku, Diane Lewis (Chair), Kevin Lucia, Khalid Pitts (via telephone), Chester McPherson

**Members Absent:** Dr. Mohammad Akhter, David Berns, Dr. Joxel Garcia, Kate Sullivan Hare, Wayne Turnage

### **I. Welcome, Opening Remarks and Roll Call, *Diane Lewis, Chair***

Ms. Lewis welcomed the Board and public wishing them a Happy New Year. Ms. Lewis extended congratulations to Dr. Aaron for his nomination to sit on the Social Security Advisory Board.

There was a roll call of members present to confirm that there was a quorum. A quorum was met with five voting members present (Dr. Aaron, Dr. Ku, and Ms. Lewis, Mr. Lucia, and Mr. Pitts)

### **II. Approval of Minutes, *Diane Lewis, Chair***

The minutes from the December 11<sup>th</sup> meeting were unanimously approved by roll call vote. Voting in favor were Dr. Aaron, Dr. Ku, Ms. Lewis, Mr. Lucia, and Mr. Pitts.

### **III. Executive Director Report, *Mila Kofman, Executive Director***

- *Financial Sustainability Report*-This report was sent to the Mayor and the Council on December 13<sup>th</sup>, in advance of the statutory deadline.
- *Draft Rule to Implement Assessment Mechanism*-Approach is consistent with the approach taken in 2013 where the Exchange was transparent and solicited public feedback. Exchange staff will draft the rule that will be posted on the Exchange website for public comment. Then the draft rule will be brought to the Board revised or as is for approval. Once draft rules are approved it will be brought to Council for review to be adopted.

- *Council Hearings*-On January 16<sup>th</sup> at 11AM there is an Oversight Roundtable reviewing the Exchange's efforts at which Ms. Kofman and Ms. Lewis will be testifying. The hearing on the permanent legislation to create one marketplace will be on January 29<sup>th</sup> at 11AM. In addition, the Exchange procurement was on the Council's consent calendar and passed. The next steps are goes to the mayor and then on to Congress for review.
- *Personnel Change*-Two new staff members have been added to the Exchange team: Stephan Haines, Data Analyst; and Holly Whelan, Manager of Consumer Affairs. In addition Jeffery Gabardi's last day as General Counsel was January 3<sup>rd</sup> and Purvee Kempf is the interim General Counsel.
- *Policy Update*- Exchange staff plans on compiling a list of policy decisions, working groups, and other initiatives previously discussed. That list will be brought to the Board for suggestions on how to prioritize for 2014. Exchange staff will present this list to the Board in the upcoming weeks.
- *Data Release*- With a full time Data Analyst the Exchange is now able to provide fruitful information. The goal is to release data January 10<sup>th</sup> which will include how many covered lives are in Qualified Health Plans, Medicaid and Small Business Health Options, and consumer demographics.

*Discussion:*

Dr. Ku inquired about coordinating when data is released with future Board meetings. Ms. Kofman agreed.

#### **IV. Programmatic Updates**

*a. Business Partners Update – Kelvin Robinson, HBX Staff*

The Exchange's three business partners, DC Chamber of Commerce, Greater Washington Hispanic Chamber of Commerce, and the Restaurant Association Metropolitan Washington had the goal to provide education and outreach to their memberships and target populations of small businesses.

July through December there were:

- 62 DC Health Link specific events with 1,313 small business participants
- 94 Exposure Events with 4,867 individual participants
- 1,200 distinct businesses are included in the small business database to send business bulletin, Producer News newsletter, and additional information
- Types of small businesses reached include 32% in restaurants, 29% consulting, and 8% in nonprofits
- The business partners utilized all modes of communication
  - 200,064 different visits to the business partner websites that linked to DC Health Link website
  - 112 email blasts
  - 4 Press Releases
  - 53 radio/new articles

The Exchange Business Development Team executed:

- 44 individual events just for small business with 1,800 individual participants
- 20 outreach broker events with 800 participants

The team has learned that it needs to educate small businesses further on their different plan selection options. The team is coordinating with third-party administrators (TPAs) to expand and enhance assistance to brokers and small businesses. Additionally, staff established a concierge call line for brokers. Staff is exploring a potential new partnership with Kelvin Boston with of PBS' Moneywise who has a large small business following.

DC Health Link/CVS partnership events:

- 9 public health events with 390 participants
- 10 branded events with 244 participants

*b. DC Health Link Assister Update – Ikeita Cantu-Hinojosa*

For accountability DC Health Link Assisters report their activity weekly through the Assister Reporting Tool (ART). There is three months' worth of data that can be strategically utilized for 2014 efforts. Data points from ART include:

- Over 21,000 Assister hours spent on 550 outreach events
- 64,000 people reached at events
- 7,700 personal interactions at events

While earlier events focused on education, all outreach events included enrollment opportunities. All 2014 events will focus on enrollment. In addition, Assisters are reaching their target population: 55.6% of consumers who rely on Assisters are uninsured. Assisters' time spent is primarily on eligibility and enrollment phases, up to 1 to 2 hours, compared to creating an account or completing an application. The program is strategizing from what the team has learned from the data. For example, the contacts were skewing female, so the team developed tactics to reach more males. The team goes where the people are, such as to Safeway to make contact with individuals.

In addition Continuing Education is a top priority for the program and the next session will be January 9<sup>th</sup>. These meetings provide the opportunity for Assisters to network, learn the latest policies and IT support, hear from Exchange partners and leadership, and understand the DC Health Link communications plan.

*Discussion:*

Dr. Ku inquired about refocusing the strategy for the March 31st deadline. Ms. Cantu-Hinojosa responded that some new strategies include the partnership connection between brokers and Assisters, making the shift to all enrollment events, and assisting consumers with how to use their new health insurance. Ms. Kofman added that the team has been learning lessons from other State Based Marketplaces about shifting messaging to the penalty for not having health insurance.

*c. HBX Staff Faith-Based Initiative Update – Linda Wharton-Boyd, HBX Staff*

The faith-based initiative engaged numerous faith-based entities from different denominations. The initiative started with Interfaith Sunday, a pulpit-to-the-pews effort. The initiative now includes Interfaith Saturdays and Interfaith Fridays for different denominations and faiths. These events entail guest community leader and council member speakers, Sunday enrollment centers in churches in wards 7 and 8 (four new centers will be opened in wards 4, 5, and 6), numerous concerts involving the Young Invincibles, and outreach with Assisters.

*Discussion:*

Dr. Aaron inquired about the extension of assisters into hospitals to enable Medicaid enrollment and whether staff had actively reached out to hospitals since the hospitals could not afford to not have assisters in their institutions.

Ms. Kofman responded yes, there was active outreach. Also, the Exchange has a Certified Application Counselor (CAC) program that includes applicants from the hospital systems. By the end of the month the plan is to have online modular training ready for CACs. Until CACs are certified, the interested hospitals have Assisters in their institutions as needed.

Ms. Kofman added that there is a strong correlation in accounts created and the Faith Based events that took place and staff will continue to emphasize those efforts.

## **V. Public Comment**

Dr. Aaron inquired about efforts made to assist brokers. Mr. Kevin Wrege responded that brokers have been working closely with the Exchange team on IT issues. Mr. Wrege hopes that things will continue to improve, appreciates the assistance, and understands that resources are limited. Ms. Kofman added that the team learned from brokers' feedback and utilized their suggestions to improve the broker and consumer experience.

## **VI. Closing Remarks and Adjourn to Executive Session**

A motion was made to move into closed executive session pursuant to DC Code Sections 2-575(b)(2) and 31-3171.11 to discuss contracting matters. Upon a unanimous roll call vote of the members present, the meeting went into closed executive session. Voting in favor were Dr. Aaron, Dr. Ku, Ms. Lewis, Mr. Lucia, and Mr. Pitts. The meeting moved to closed session at 6:36 PM.