



**DC Health Benefit Exchange Authority  
Executive Board Meeting Minutes  
Wednesday, March 12, 2014  
5:30 pm  
1100 15th Street NW, 8th Floor**

**Members Present:** Dr. Henry Aaron (via telephone) Dr. Mohammad Ahkter, David Berns, Dr. Leighton Ku, Diane Lewis, Kevin Lucia, Khalid Pitts (via telephone)

**Members Absent:** Kate Sullivan Hare, Dr. Joxel Garcia, Chester McPherson, Wayne Turnage

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

There was a roll call of members present to confirm that there was a quorum. A quorum was met with six voting members present listed above.

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

The minutes from the February 28<sup>th</sup> meeting were unanimously approved by a roll call vote of the Board members present.

**III. Executive Board Update, *Diane Lewis, Chair***

*a. Research and Data Analysis Working Committee*

At the February 12 Board Meeting, the Board agreed to create a new Executive Board Working Committee on Research and Data Analysis. The Board members who serve on this Committee will lead our efforts. The committee will help identify research opportunities and funding sources. The committee will be guided by our goal to better understand covered population, how consumers make decisions (e.g. why a person picked

a particular plan), opportunities to improve how and what information is available through DC Health Link, and longer term opportunities. The information will help inform the Exchange enrollment efforts in the future as well as provide valuable information to our partner carriers and inform policy. Ms. Lewis thanked Dr. Akhter who has agreed to chair this committee and to Dr. Ku and Dr. Aaron who have agreed to serve on it as well. Ms. Lewis added that all three of these board members have decades of experience in research and data analysis and she could not think of a better group of people to lead this effort.

*b. Committee Reorganization*

In addition to forming this new committee, Ms. Lewis wanted to take a moment to update membership on existing Executive Board Working Committees. There are five additional working committees:

- Business Operations
- Finance
- Insurance Market
- IT Infrastructure
- Marketing and Consumer Outreach

Ms. Lewis currently serves on the Marketing and Consumer Outreach Working Committee. Ms. Lewis is removing herself from that committee and Mr. Lucia has agreed to fill her slot. When the Board originally formed these committees, the board was in its infancy. The extensive commitments and participation were very important by the non-voting members. Going forward, a formal commitment is not needed. All non-voting members can choose when and in which committees they want to participate. As a procedural point, she recommended the Board remove the non-voting members from permanent slots on these committees. Everyone is invited to join these meetings at their choice, but the non-voting members all have major full time jobs running their agencies. Since there was no disagreement, the Board Committees will be updated accordingly.

*Discussion:*

Dr. Akhter commented that he appreciates this gesture and understands how busy Board members get with their Board and other responsibilities. Dr. Ku added that assistance would be sought of not only directors but also agency staff.

**IV. Executive Director Report, Mila Kofman, Executive Director**

- Since there was some confusion about our procurement process at our last meeting, I wanted to restate our process to be sure the record is clear. For the procurement process, anything related to the existing IPS contract (our major IT contract) and change orders for it, go to the Executive Board Finance Committee for review and approval. All other contracts over \$100,000 go to the full Board for approval and contracts over \$1,000,000 need approval from the Council as

well. Moving forward, the Executive Board Finance Committee will review all procurements exceeding \$100,000 for initial approval before going to the Board for final approval.

- The dental working group reconvened with Dr. Ku as the chair to explore all pending issues. They've had their first meeting and will report back when their work is done in several weeks.
- Next week an Executive Board conference call will need to be scheduled to discuss procurement and personnel. It will mostly be in executive session given the subject matter.
- The last meeting of the Executive Board Finance Committee was cancelled because of the snow storm and will be rescheduled. Because of that, there will be no report from this committee during this meeting.
- The carrier network manual is almost complete to be posted on the website. The manual is updated with timelines and new requirements. By law the Exchange is required to have a decertification process for qualified health plans; the carrier manual indicates that the Plan Management committee will finalize that process.
- A DC Health Link App 1.0 was launched last week for Android and Apple devices. It is an educational outreach tool that features the cost calculator, list of events, finding brokers and assisters, and informational videos. Ms. Kofman added that many consumers don't have computers but most have phones; therefore the Exchange can now reach this population. The next version of the app will focus on SHOP consumers. The goal is to have an app that can complete enrollment with no security risk. Currently, this is the only exchange consumer app in the country that is operational.

*Discussion:*

Dr. Ku inquired if a plan can be stopped on its own or if it has to go through the decertification process. Ms. Kofman responded that it is up to the carrier what they offer and do not offer for individual plans. The decertification process is related to the issuer. Dr. Ku added that issuers can decide to offer more or less plans.

Mr. Lucia inquired about overall timeline to file. Ms. Kofman stated that information will be in carrier manual.

Dr. Ku stated that the goal for dental advisory committee is to finish its work this month to bring recommendations to the Board in sufficient time for dental carriers.

## **V. Programmatic Updates**

### *a. Enrollment Update – Mila Kofman, Executive Director*

As of March 9, 2014, 30,642 people have enrolled through DC Health Link in private health plans or Medicaid:

- 6,516 people enrolled in private health plans through the DC Health Link individual and family marketplace;
- 11,383 people gained Medicaid coverage through DC Health Link; and
- 12,743 people enrolled through the DC Health Link small business marketplace.
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The largest enrollment by age is 26 to 34 year olds; they are 38% of enrollees in private coverage. Plan selection among metal levels remains about evenly distributed.

*b. March Outreach Highlights -- Linda Wharton-Boyd, HBX Staff*

Dr. Wharton Boyd reported on the outreach plan highlights for the last month of enrollment. This included:

- The Strategy
- The Outreach Approach
  - Faith Based Outreach
  - Young Invincible Initiatives
  - Special Events
  - Media Relations
  - Final Week – Home Stretch
- Special City-wide Enrollment Events
  - Tax Filing Partnerships
  - “1 Touch” Enrollment Centers
- Media Outreach Highlights
  - Media Tour – Radio, TV, Cable, Editorial Boards, etc.
  - Story Placement – Print, Online, etc.
  - PSAs – Local personalities to help promote enrollment
  - Advertisements – Community and neighborhood
  - Telethon – Local TV /Cable Station
  - Media Spokespersons – to help promote positive enrollment news and tell their enrollment stories; DC Health Link enrollees, DCHL Speakers and select Assister organizations
- Final Week March 24- 31
  - Enrollment Centers
  - Extended Call Center Hours
  - Customer Touch Backs
  - Emails
  - Direct Outreach
  - Media Appearances
  - Story Placements
  - Street Team Outreach and Fact Mobs

In addition, Dr. Wharton Boyd shared media clips highlighting the DC Health Link app launch. Ms. Kofman added that the Board’s assistance would be needed for the upcoming media tour.

**VI. Public Comment**

none

**VII. Closing/Adjourned**

The meeting was adjourned at 6:22 pm.