



DC Health Benefit Exchange Authority

**DC Health Benefit Exchange Authority
Executive Board Meeting Minutes
Wednesday, November 13, 2013
5:30 PM**

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

Members Present: Dr. Henry Aaron, Dr. Mohammad Akhter, David Berns, Dr. Joxel Garcia, Dr. Leighton Ku, Diane Lewis (Chair), Kevin Lucia, Kate Sullivan Hare, Wayne Turnage

Members Absent: William White, Khalid Pitts

I. Welcome, Opening Remarks and Roll Call, *Dr. Henry Aaron, Chair*

Dr. Henry Aaron, Vice Chair, conducted a roll call of members present to confirm that there was a quorum. A quorum was met with five voting members present listed above (excluding Diane Lewis)

Diane Lewis joined the meeting at 5:45 PM.

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

The minutes of the meeting of October 23rd were unanimously approved by roll call vote. Voting in favor were Dr. Aaron, Dr. Akhter, Dr. Ku, Mr. Lucia, Ms. Lewis, and Ms. Sullivan Hare.

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

- *Health committee roundtable:* The next roundtable before the Health Committee has been rescheduled for December 10th at 11am.
- *US Senate Small Business Committee:* Ms. Kofman has been invited to testify before the Committee on November 20, 2013. Her testimony will focus on the Exchange's experience setting up the Small Business Health Options Program (SHOP) including its full functionality, successes, and partnerships with sister agencies.
- *Press Release:* Today the Exchange issued a press release on current data about DC Health Link including data on accounts created and applications received. Also today, the Federal government released data on the State-based and Federal marketplaces.

Ms. Kofman discussed the data on chart included in the press release and emphasized that the numbers reached expectations with more than 600 employer accounts created and nearly 20,000 individual accounts created. There has been significant interest in DC Health Link with over 84,000 unique visitors to the website.

Discussion:

Dr. Ku inquired if there will be counts for covered lives in future data. Ms. Kofman stated that there will be and the Exchange recently hired a data analyst to ensure accurate reporting of data. The aim is to have the most accurate data for covered lives and other entities by January.

Dr. Garcia inquired if insurance companies could provide this type of data. Ms. Kofman stated the carriers do not but the Exchange works closely with them to ensure that when enrollment and payment information are transferred the systems recognize the transfers.

Dr. Akhter commended Ms. Kofman, Mr. Berns and all staff on their efforts for keeping the web portal up and functional.

Dr. Garcia suggested that there be a major campaign effort on enrollment during the upcoming holiday season, especially since consumers will be focused on the holidays with less attention paid to the need for health insurance.

IV. Programmatic Updates

-Congressional Update, Hannah Turner, DCHBX Staff

Hannah Turner briefed the Board on Congressional enrollment in the SHOP. The open enrollment period is from November 11th through December 9th. Last week the employer accounts were successfully created and enrollment has now begun. In addition there have been outreach efforts including last week at the House and next week with the Senate staff. Briefings were recorded and are being re-broadcast. Weekly support sessions are also being provided to assist Members and staff with enrollment.

Discussion:

Dr. Aaron inquired about cooperation from the offices of Members who are less enthusiastic about the Affordable Care Act and if congressional staff live in other states are they to be covered through DC Health Link. Ms. Turner stated that designated congressional staff around the country would come through DC Health Link. In addition, there have been successful discussions with both sides of the aisle with most interested in getting informed and enrolled.

Dr. Akhter inquired about how many people attended the outreach sessions. Ms. Turner responded that at the House outreach session last week there were about 500 congressional staff in attendance. The session was also broadcast to district offices and recorded for viewing through an internal system for staff who were unable to join the live presentations

Dr. Aaron inquired about the tone of the meetings, and whether people were genuinely interested in how they would be affected or was there any politicization of the process. Ms. Turner stated that there was almost universal interest about enrolling in health insurance, not politics. Ms.

Kofman noted that health insurance is very personal to people and this is a shift in what they are used to doing. Staff at OPM and the Senate and House administrative offices put together an approach that focused on people's needs for information and politics were left at the door. There was careful planning on the part of our team about what information to produce, how to structure the sessions, and how best to provide staff support. The questions Ms. Turner received at the sessions reflected the process of helping people make informed choices.

Dr. Ku inquired if congressional staffers have access to all gold plans or selected plans. Ms. Turner stated that all members and staff have access to all 112 gold level plans.

Mr. Lucia inquired how many of the designated staff and members of Congress are expected to enroll. Ms. Kofman advised that due to the confidentiality of the enrollment that applies to Federal employees, that data is not shared.

Mr. Lucia asked what we are doing to improve the enrollment experience. Ms. Turner talked about the most frequently asked questions dealing with enrollment and how to get started and questions asking for information about the gold level plans. Questions about national networks are frequent as well. People are frequently asking about what is covered, what are the deductibles and co-pays and questions surrounding premiums and about age rating. There is also a tip sheet available as an easy reference with common things to look for and a list of resources. Mr. Lucia followed up with a question about whether enrollees were being given everything they need to make wise choices. Ms. Turner said the information they need is readily available and the enrollment process has been smooth.

Ms. Kofman stated that the Exchange approach to Congressional enrollment is the same that the Exchange is taking with respect to all individuals and small businesses in the District. The help we are providing the Senate and House is the same help we are providing to our In-Person Assistants and to brokers.

Dr. Ku inquired if there has been any reaction that there are too many choices or not enough. Ms. Turner stated that in her experience there have not been reactions either way.

Dr. Aaron inquired if there were any concerns about differences in premiums across the different regions compared to DC. Ms. Turner commented that that concern has not been an issue.

Ms. Sullivan Hare inquired about any concerns expressed by congressional staff based outside DC of losing the option of enrolling with a regional carrier. Ms. Turner stated that she had not heard any concerns about this issue. There have been questions about provider coverage areas, but none expressing concern about the loss of carriers.

-Operational Update, Sandra Robinson, DCHBX Staff

Human Resources: The Exchange is almost completely staffed. Currently there are 31 full time equivalent staff and 6 active recruitments, with the anticipation to be fully staffed by the end of December. Senior management will review the Exchange structure to see if additional staff is needed. If so, we will bring it to the Board and it will require approval by the Council.

Facilities: The Department of General Services did a facility solicitation for the Exchange and received eight proposals for permanent space. The proposed location is 1225 Eye Street, NW. The letter of intent was signed between the District and the building owners, and the Office of the Attorney General is working on the lease. We anticipate presenting the lease to the Board in the next two months and we plan to relocate in April 2014.

Budget: We are currently working on a budget for fiscal year 2015 which is due to the Council by the middle of November.

Dr. Ku inquired about the Board being presented with the draft of the financial sustainability report due to the Council in December on being self-supporting by 2015. Ms. Robinson and Ms. Kofman confirmed that once that draft is complete and reviewed by Finance committee it will be presented to the Board and confirmed that the report is due to the Mayor and the Council on December 15th.

-Outreach Update, Linda Wharton-Boyd, DCHBX Staff

The emphasis of outreach is now on enrollment. There are a series of themed weeks planned which include the business community, Young Invincibles, faith-based groups and others.

- The Young Invincible project occurring this Saturday will target barber and beauty shops in various wards.
- This Sunday begins Inter-faith week where outreach and enrollment assistance will be conducted at 27 places of worship.
- The DC Health Link Information and Enrollment Fair will be held at Martin Luther King Library from 10am to 3pm on November 23rd to educate and enroll individuals and families /small businesses. At the Fair, there will be:
 - At least 21 enrollment stations
 - Three live radio broadcasts
 - Social media campaign
 - Children's section
 - Food vendors
 - Three business workshops
 - DC United Soccer team players signing autographs
 - Congresswomen Eleanor Horton, City Council members, and ANC leaders in attendance

The Council will proclaim November 23, 2013 DC Health Link Saturday.

Dr. Garcia suggested partnerships with other agencies during the various awareness months and health initiatives for continued outreach. Dr. Wharton Boyd agreed with his suggestions, noting that we are currently working with a number of DC agencies including being involved with World AIDS day on December 1.

Mr. Lucia inquired about efforts made to reach out to micro employers who do not offer coverage. Even if the employer doesn't provide coverage, information to their employees would

be beneficial. Dr. Wharton Boyd responded that DCHBX staffer Kelvin Robinson has an extensive plan to reach out to those employers. Ms. Kofman added that the Exchange's three business organization partners have now focused on enrollment events in which brokers and assistants are present. Mr. Lucia noted that it would be helpful to have assistants go to these small businesses.

Dr. Wharton Boyd added that for each unique community there is a different method of outreach. For example, the outreach we are working with the Office on Asian and Pacific Islander Affairs on will focus on visits to the places of work.

Mr. Lucia inquired about the reaction to the Young Invincibles on college campuses. Dr. Wharton Boyd detailed the efforts of the Young Invincibles at various campuses in the District.

Ms. Kofman also noted that staff does a weekly retooling of approaches to outreach and enrollment events to make sure we are doing things in the most focused manner and that resources are being devoted primarily to events where people are likely to turn out.

Board member Wayne Turnage joined the meeting at 6:30.

V. Public Comment

None received

VI. Closing Remarks & Adjourn to Executive Session Executive Session (procurement)

A motion was made to move into closed executive session pursuant to the Open Meetings Act, DC Code Sections 2-575(b)(2) and 31-3171.11. Upon a unanimous roll call vote of the members present, the meeting went into closed executive session to discuss contracting matters. Voting in favor were Dr. Aaron, Dr. Akhter, Dr. Ku, Ms. Lewis, Mr. Lucia, and Ms. Sullivan Hare.

The meeting moved into closed session at 6:48 PM