



**Health Benefit Exchange Authority Executive Board Meeting
Minutes
Tuesday, August 13th, 2013
11:00 am
Old Council Chambers, 1 Judiciary Square, 441 4th Street, NW**

Members Present: Dr. Henry Aaron (by teleconference), Dr. Mohammad Akhter, Dr. Leighton Ku, Diane Lewis, and David Berns

Members Absent: Kevin Lucia, Khalid Pitts, Kate Sullivan Hare, Wayne Turnage, William White

I. Opening Remarks, Diane Lewis, Chair

Ms. Lewis greeted the Board and thanked them for all the work they have done

A quorum was declared with four voting members of the Executive Board present: Dr. Henry Aaron (by teleconference), Dr. Mohammad Akhter, Dr. Leighton Ku and Diane Lewis. A motion was made to move into closed executive session pursuant to the Open Meetings Act, DC Code Sections 2-575(b)(2) and 2-575(b)(7), to enable the Board to consider procurement matters and matters having to do with grant awards in closed session and a roll call vote of the Board members present was unanimous. Those voting in favor were: Dr. Aaron, Dr. Akhter, Dr. Ku and Ms. Lewis.

The meeting reconvened following the closed session at 2:22p.

A quorum was present with Dr. Henry Aaron and Khalid Pitts (via teleconference), Dr. Mohammad Akhter, David Berns, Dr. Leighton Ku, Diane Lewis, Kevin Lucia, and in person.

Members Absent: William White, Kate Sullivan Hare, Wayne Turnage

II. Approval of Minutes

The minutes from the meetings of July 11 and July 22 were unanimously approved by roll call vote. Voting in favor were Dr. Aaron, Dr. Akhter, Dr. Ku, Mr. Lucia, Mr. Pitts and Ms. Lewis,

III. Executive Director's Report

Mila Kofman, Executive Director

- *Board Meeting Schedule:* Monthly regularly scheduled Executive Board meeting will be moved to every second Wednesday to accommodate schedules.
- *Level One Grant Submission:* As mentioned during the last Board meeting, the Exchange will be applying for another level one grant by close of business today. The approximate amount requested will be \$55 million, much of it to meet IT needs.
- *IT Testing:* The Exchange received a notice from the Federal government that the Exchange had passed waves 3 and 4 of the IT testing. Ms. Kofman thanked the IT team for all their efforts. The IRS is currently testing the IT system for security. Ms. Kofman anticipates that the Exchange will also pass this test. The next phase is the blueprint testing which will occur on August 19, 2013. On August 28-29, 2013, the Operational Readiness Review will be conducted by CMS.
- *Office Space Relocation:* With the assistance of the Department of General Services (DGS), the Exchange found new temporary space located at 15th and L Streets Northwest. The team will be located on one floor and the agency will be able to continue the hiring of program and implementation staff. The move is scheduled to occur over the Labor Day weekend. There are ongoing efforts being made to find permanent space for the agency. A request for proposals was issued by DGS on the Exchange's behalf and responses are being considered.
- *State-Based Exchange Directors DC Meeting:* On August 23, 2013 the State Marketplace Exchange Directors will be in DC to meet with CMS and other Federal agencies. This meeting will be focusing on implementing and what needs to be done by October 1, 2013.
- *OPM Rules & Congressional Staff:* There has been recent attention focused on Office of Personnel Management (OPM) proposed rules that affect members of Congress and Congressional staff and how they would obtain their health coverage in 2014 through the Exchange. The Exchange and OPM are in discussions about the most seamless process in order to assure that members of Congress and their staff can continue to have a broad choice of plans and carriers.
- *Exchange Outreach:* Ms. Kofman thanked Board members who have been active in outreach efforts, including town hall meetings and other outreach events.
- *Marketing/Communications Vendor:* The approved vendor for the marketing and outreach contract is Weber Shandwick. This vendor will provide marketing and outreach assistance and will be developing materials for the Exchange and its partners such as fact sheets and other educational materials on the Affordable Care Act.
- *DC Council Health Committee Roundtable:* The Health Committee requested that Ms. Kofman hold August 29 for a potential Roundtable. Once this date is finalized, Ms. Kofman will provide further details.

IV. Issues for Consideration

- a. *Requirements for Certified Application Counselors (CACs), Consumer Outreach and Assistance Advisory Committee – Bonnie Norton, HBX Staff*

The Consumer Outreach and Assistance Advisory Committee provided consensus recommendations to the Board outlining the requirements for Certified Application Counselors. CACs are essentially unpaid assisters in the community. The recommendations describe the role, training and eligibility requirements to be a CAC. CACs will have similar roles and training as In-Person Assisters (IPA). CACs will:

- Conduct public education to raise awareness about the availability of qualified health plans (QHPs);
- Distribute fair and impartial information;
- Facilitate enrollment into QHPs;
- Provide referrals to the appropriate entity or agency for consumers with a grievance, question or complaint; and
- Provide information that is culturally and linguistically appropriate to meet the needs of the population being served by the Exchange.

The CACs may perform some of the functions on the list of activities, but they are not required to perform all of them. It was recommended that CACs complete the same 30 hour training as IPAs but not necessarily in the same format.

The Advisory Committee recommends that CACs be employed by or volunteer with an entity that has a mission consistent with the roles of CACs and that is willing to bear responsibility for the work of individual CACs.

Discussion:

Mr. Lucia inquired if an organization can go through the training but not want to be certified. He noted that there may be patient advocate groups that do not care to be certified, yet still want access to the information to assist their constituents. Ms. Norton stated that there is a plan to look into a way to potentially provide such information to the public at large.

Ms. Kofman requested that Ms. Norton explain the unique access the CACs have to the DC Health Link web portal. Ms. Norton responded that one of the benefits of being a CAC is that they will have their own access to web portal to assist consumers. Dr. Ku inquired who is expected to function as a CAC. Ms. Norton confirmed that such groups include hospitals, health centers, and those who didn't receive IPA grant funding.

- b. *Non-consensus Recommendation regarding insurance company employees acting as Certified Application Counselors, Executive Board Marketing and Consumer Outreach Working Committee -- David Berns, Committee Member*

David Berns, on behalf of the Board Working Committee presented the non-consensus recommendations regarding insurance company employees acting as Certified Application Counselors. The Executive Board Marketing and Consumer Outreach Working Committee met to consider the one non-consensus item regarding CACs and that was whether insurance company employees could serve in this role. They concluded that the committee did not want to put many obstacles in the way of insurance companies assisting people. The committee developed a consensus recommendation that staff of health insurers should be able to perform the functions of a CAC with the following requirements:

- They can only help current clients and those who contact them directly,
- They must let people they are helping know about all plan options for all carriers,
- They must disclose any potential conflicts of interest, and
- They must ask if they have worked with a broker in the past and if they would like to work with that person again to help select a plan

This policy will be revisited in one year.

V. Public Comment

Kevin Wrege, representing the DC agents and brokers, sought clarification on the issue of carrier employees serving as CACs. He asked whether the resolution applies to the individual market or to both the individual and SHOP markets.

Ms. Norton responded that CACs will only be able to access the web portal on behalf of the individual as it is with the IPAs, but wouldn't be able to provide the same support as a broker. On the SHOP side, brokers will have their own web portal to provide employers and employees with extensive assistance. In addition the broker web portal will look different from the consumer web portal. On the SHOP side, the broker portal will not be available to CACs or IPAs.

VI. Votes

a. Certified Application Counselor Recommendations to the DC Health Link

Mr. Lucia stated the proposed resolution pertaining to Certified Application Counselor requirements for participation.

A motion to approve the consensus recommendations regarding requirements for the Certified Application Counselor program that are in the attached document titled "Certified Application Counselor Recommendations to the DC Health Benefit Exchange Executive Board from the Consumer Assistance and Outreach Advisory Committee" dated July 19, 2013 was made and seconded and a roll call vote of the Board members present was unanimous in favor of approving the resolution. Those voting in favor were: Dr. Aaron, Dr. Akhter, Dr. Ku, Mr. Lucia, Mr. Pitts, and Ms. Lewis.

- b. Employees of health insurance carriers serving as Certified Application Counselors to the DC Health Link Requirements

Mr. Lucia stated the proposed resolution pertaining to employees of health insurance carriers serving as Certified Application Counselors to the DC Health Link requirements

A motion was made and seconded to approve the consensus recommendation from the Executive Board Marketing and Consumer Outreach Working Committee regarding requirements for employees of health insurance carriers serving as CACs as follows:

- Health Insurance Carrier staff can be CACs with the following requirements:
 - They can only help current clients and those who contact them directly;
 - They must let people they are helping know about all plan options for all carriers;
 - They must disclose any potential conflicts of interest and;
 - They must ask if the person they are helping has worked with a broker in the past and if he or she would rather work with that person again to help select a plan

The policy decision will be revisited in one year.

A roll call vote of the Board members present was unanimous in favor of approving the resolution. Those voting in favor were: Dr. Aaron, Dr. Akhter, Dr. Ku, Mr. Lucia, Mr. Pitts, and Ms. Lewis.

VII. Issues for Consideration and Votes

a. In-Person Assistor Grant Awards – Mila Kofman, Executive Director

The Consumer Assistance and Advisory Committee developed recommendations for the IPA program which focused on outreach and enrollment for individuals who are difficult to reach and are uninsured. These recommendations were adopted by the Executive Board on April 18, 2013.

IPAs would be expert individuals, residing in DC, and selected to assist people to enroll into insurance coverage through DC Health Link. This past spring the Board voted to engage the Institute for Public Health Innovation (IPHI) to serve as the grants administrator for the IPA program. On May 24, a Request for Applications was released to the public and the Exchange staff took extensive steps to publicize it. A total of 87 applications were received requesting a total of \$75 million in grant funding. The approximate budget for this program was \$6.5 million.

IPHI led the review process and staff also reviewed applications to ensure coverage of key target populations. The Exchange is aware of the demographics of the uninsured and hard to reach populations and needs to be strategic in the approach. The marketing vendor will be developing numerous collateral materials for IPAs and other partners to use. In addition, IPAs will also be able to utilize the contact center.

Ms. Kofman read the list of proposed grantees and the level of funding that staff is recommending. That list is attached to these minutes as Appendix 1.

Ms. Kofman stated that there will be subject to completion of due diligence by staff and financial and other checks before the Exchange grants can be finalized.

Discussion:

Dr. Ku inquired if the selected organizations represent each ward in DC adequately. Ms. Kofman confirmed that all of the wards will be served appropriately, and that certain IPAs will be doing outreach outside of their wards where there is a higher uninsured population.

Dr. Aaron inquired if the recommendations represent consensus of the review committee. Ms. Kofman stated that applicants were reviewed by the external review committee and the vendor. Following that, the Exchange review team examined the global needs of the targeted populations to ensure adequate coverage.

A motion to provisionally approve the list of IPA grantee organizations and the recommended funding amounts was made and seconded and a roll call vote of the Board members present was unanimous in support in favor of provisionally approving the grantee funding. The motion is provisional until such time as the staff completes its due diligence to assure that each grantee meets all the requirements of the grant. Those voting in favor were: Dr. Aaron, Dr. Akhter, Dr. Ku (abstained with respect to the George Washington University funding), Mr. Lucia, Mr. Pitts, and Ms. Lewis.

b. Contract approvals – Mila Kofman, Executive Director

For this contract, Consumers' CHECKBOOK/Center for the Study of Service would develop a cost calculator in two parts. The initial cost calculator would be generic and would help consumers understand what they would be spending out of pocket. In 2014 a full plan cost calculator would eventually be added to the DC Health Link web portal in 2014, in which each plan sold through DC Health Link would have a cost calculator and enabling consumers to compare options with more information.

The proposed budget for this service is:

- Year one -\$376,550
- Optional year 2-\$350,000
- Optional year 3-\$ 363,000

Discussion:

Dr. Ku inquired if there would be a direct link on the DC Health web portal to the cost calculator or a link that takes the consumer to another website. Ms. Kofman responded stating that the intent is to have the cost calculator directly on the web portal.

A motion to accept the contract with Consumers' CHECKBOOK/Center for the Study of Service for the web portal cost calculator was made and seconded and a roll call vote of the Board members present was unanimous in favor of approving the contract. Those voting in favor were: Dr. Aaron, Dr. Akhter, Dr. Ku, Mr. Lucia, Mr. Pitts, and Ms. Lewis.

VIII. Closing Remarks & Adjournment

Meeting was adjourned at 3:15pm.

APPENDIX 1

Grantees	Recommended Funding
African Methodist Episcopal Church (AME) Second District Religious Educational and Charitable Development Projects, Inc.	<i>\$175,000</i>
Andromeda Transcultural Health	<i>\$225,000</i>
Brown Memorial AME Church	<i>\$95,000</i>
Byte Back	<i>\$210,000</i>
Calvary Healthcare, Inc.	<i>\$160,000</i>
Capitol City Area Health Education Center, Inc. In Partnership with DC Women's Business Center and Young Invincibles	<i>\$400,000</i>
CitiWide Computer Training Center	<i>\$85,000</i>
Community of Hope	<i>\$225,000</i>
Congress Heights Main Street, Inc.	<i>\$130,000</i>
Damien Ministries	<i>\$100,000</i>
DC Cancer Consortium, Inc.	<i>\$85,000</i>
DC CARE Consortium	<i>\$85,000</i>
DC Primary Care Association	<i>\$400,000</i>
East of the River Clergy Police Community Partnership	<i>\$135,000</i>
East River Family Strengthening	<i>\$375,000</i>

Collaborative, Inc.	
Ethiopian Community Services & Development Center	\$160,000
Henry C. Gregory III Family Life Center Foundation	\$155,000
Family Voices of DC	\$85,000
The George Washington University	\$120,000
Good Success Christian Church & Ministries	\$130,000
Greater Washington Urban League	<i>\$140,000</i>
HealthHIV	<i>\$85,000</i>
La Clinica del Pueblo	<i>\$300,000</i>
Leadership Council for Healthy Communities	\$200,000
Mary's Center for Maternal & Child Care, Inc.	<i>\$300,000</i>
MBI Health Services, LLC	\$100,000
Metro Health, Inc.	<i>\$85,000</i>
New Bethel Baptist Church	\$150,000
Planned Parenthood of Metropolitan Washington DC	<i>\$375,000</i>
Quality Trust for Individuals with Disabilities, Inc.	<i>\$160,000</i>
ST. Paul A.M.E. Church/12th Street Partnership	\$80,000
Summit Health Institute for Research and Education, Inc.	<i>\$135,000</i>
Unity Healthcare, Inc.	<i>\$275,000</i>
Us Helping Us, People Into Living, Inc.	<i>\$85,000</i>
Whitman-Walker Clinic, Inc.	<i>\$380,000</i>

Total Funding: \$6,385,000