



Health Benefit Exchange Authority Executive Board Meeting

AGENDA

Date: Thursday, June 6, 2013
Time: 4:30 pm
Location: One Judiciary Square –441 4th Street, NW; Suite 820 N

Call- in Number: 1-877-668-4493; Access code: 647 326 609

Welcome, Opening Remarks and Roll Call

Dr. Mohammad Akhter, Chair

Approval of Minutes

Dr. Mohammad Akhter, Chair

Executive Director Report

Mila Kofman, Executive Director

Issues for Consideration

Marketing and Consumer Outreach Executive Board Working Committee –*Kate Sullivan Hare, Chair*

- Presentation by Alison Betty, David Smith, Sean Hawks from GMMB regarding focus group research with D.C. residents and small business owners regarding awareness, perceptions, motivations, and barriers to use of a Health Benefit Exchange
- Presentation and Discussion of branding for DCHBX

Quality Working Group -- *Kate Sullivan Hare, Chair*

- Consensus recommendations regarding the quality improvement strategies and quality reporting activities of the DC Health Benefit Exchange Authority.

Financial Sustainability Working Group – *Leighton Ku, Chair*

- Consensus recommendations regarding sources of funding for the operating costs of the Exchange after federal funds have expired

Public Comment

Votes

- Approval of brand name and logo for DCHBX
- Quality Resolution
- Financial Sustainability Resolution

Implementation Update

Bonnie Norton & Purvee Kempf

Closing Remarks & Adjournment

Executive Session (Personnel & Procurement Issues)