



**DC Health Benefit
Exchange Authority**

Health Benefit Exchange Authority Executive Board Meeting

Minutes for Thursday, August 21, 2014

Date: Thursday, August 21, 2014
Time: 4:00 PM
Location: By Conference Call Only
Call- in Number: 1-877-668-4493; access code: 736 284 385

Members Present: Leighton Ku, Kevin Lucia, Kate Sullivan Hare, Diane Lewis, Khalid Pitts (by telephone)

Members Absent: Dr. Henry Aaron, Chester McPherson, Deborah Carroll, Wayne Turnage, Dr. Joxel Garcia

I. Welcome and Roll Call, Diane Lewis, Chair

Chair Diane Lewis called the meeting to order at 4:08 pm. A roll call of members present to confirmed that there was a quorum with four voting members present (Dr. Ku, Mr. Lucia, Ms. Sullivan Hare, Ms. Lewis)

II. Approval of Agenda, Diane Lewis, Chair

Ms. Lewis presented the draft agenda and asked if there were any changes proposed. She then proposed the addition of two items to the agenda:

1. Discussion of contracting in executive session pursuant to DC Code Section 2-575(b)(2) and DC Code Section 31-3171.11.
2. Votes on three IT Consulting Services contracts with Obverse, Vantix, and Analytica to be voted on after Executive Session.

Mr. Pitts joined the meeting.

The additions to the agenda were unanimously approved by a recorded vote of members present.

Voting yes were: Mr. Pitts, Ms. Sullivan Hare, Mr. Lucia, Dr. Ku and Ms. Lewis.

III. Approval of Minutes, Diane Lewis, Chair

The minutes from the August 7th meeting were unanimously approved by a roll call vote. Voting in favor were: Mr. Pitts, Ms. Sullivan Hare, Mr. Lucia, Dr. Ku and Ms. Lewis.

IV. Discussion Items

- CBS Outdoor Contract (Metro ads), *Mila Kofman, Executive Director*

Executive Director Mila Kofman reviewed the outreach and marketing campaign from our first open enrollment, noting that HBX had conducted that work through a significant contract with Weber Shandwick, a national public relations firm. In addition to many other responsibilities, they placed our ads on Metro which included bus ads, metro advertising in trains and at bus stops. One company, CBS Outdoor, is responsible for allocating Metro's advertising. This year we are planning to go directly to CBS Outdoor to conduct our advertising with Metro. The proposed budget is \$160,000 and will include interior/exterior bus advertising, metro stations and metro trains. The focus will be, based on our knowledge of where the uninsured population lives, Wards 1, 2, 4, 5, 7, 8. The timeframe will be limited to open enrollment between November 15, 2014 and February 15, 2015. The request before the Board is the approval for \$160,000 for CBS Outdoor in order to obtain the space for this advertising during our upcoming open enrollment period.

Ms. Sullivan Hare asked whether messaging would be different in the upcoming open enrollment period as we had used the "I've got a plan" message last year. Ms. Kofman responded that the messaging is still being developed and will be shared with the Marketing and Consumer Outreach Executive Committee, which Ms. Sullivan Hare chairs, for input and approval. What is being presented today is only the contract to reserve the space for the advertising, not the content.

V. Public Comment

Ms. Lewis asked if there was public comment from anyone participating on the conference call. No members of the public commented.

VI. Vote

It was moved and seconded to vote to approve the CBS Outdoor contract. The motion passed unanimously with the following Board Members voting yes: Mr. Pitts, Ms. Sullivan Hare, Mr. Lucia, Dr. Ku and Ms. Lewis.

VII. Closing Remarks and Move to Executive Session

A motion was made to move into closed executive session pursuant to DC Code Sections 2-575(b)(2) and (b)(10) and 3171.11, to discuss personnel and contracting issues. Upon a unanimous

roll call of the members present, the meeting went into closed executive session. Voting in favor were: Ms. Sullivan Hare, Mr. Lucia, Dr. Ku and Ms. Lewis.

VIII. Reconvene in Public Session

Chair Lewis reconvened the public session at 4:55 August 21, 2014.

Quorum was established by a roll call vote with Ms. Sullivan Hare, Mr. Lucia, Dr. Ku and Ms. Lewis all present.

Ms. Lewis explained that the final item for discussion and vote are the three IT consulting services contracts for Obverse, Vantix and Analytica. She then turned the meeting over to Ms. Kofman to provide the background and answer any board member questions.

Ms. Kofman explained that the three purchase orders for \$900,000 each. They are with three CBEs: Obverse, Advantix and Analytica. This is a way for HBX to have IT consulting services. Just as background, HBX recently had a solicitation for qualified CBEs to provide HBX with IT consulting services. Today's action is the first step in this process and future actions will include additional procurements with CBEs.

Again, asking for approval for three \$900,000 IT consulting contracts with Obverse, Advantix and Analytica.

- 1) Obverse Contract: Approved unanimously by all Members Present. Roll Call vote: Ms. Sullivan Hare, Mr. Lucia, Dr. Ku and Ms. Lewis.
- 2) Vantix Contract: Approved unanimously by all Members Present. Roll Call vote: Ms. Sullivan Hare, Mr. Lucia, Dr. Ku and Ms. Lewis.
- 3) Analytica Contract: Approved unanimously by all Members Present. Roll Call vote Ms. Sullivan Hare, Mr. Lucia, Dr. Ku and Ms. Lewis.

Diane Lewis announced that concluded the business for the day and the meeting adjourned at 4:59 pm.